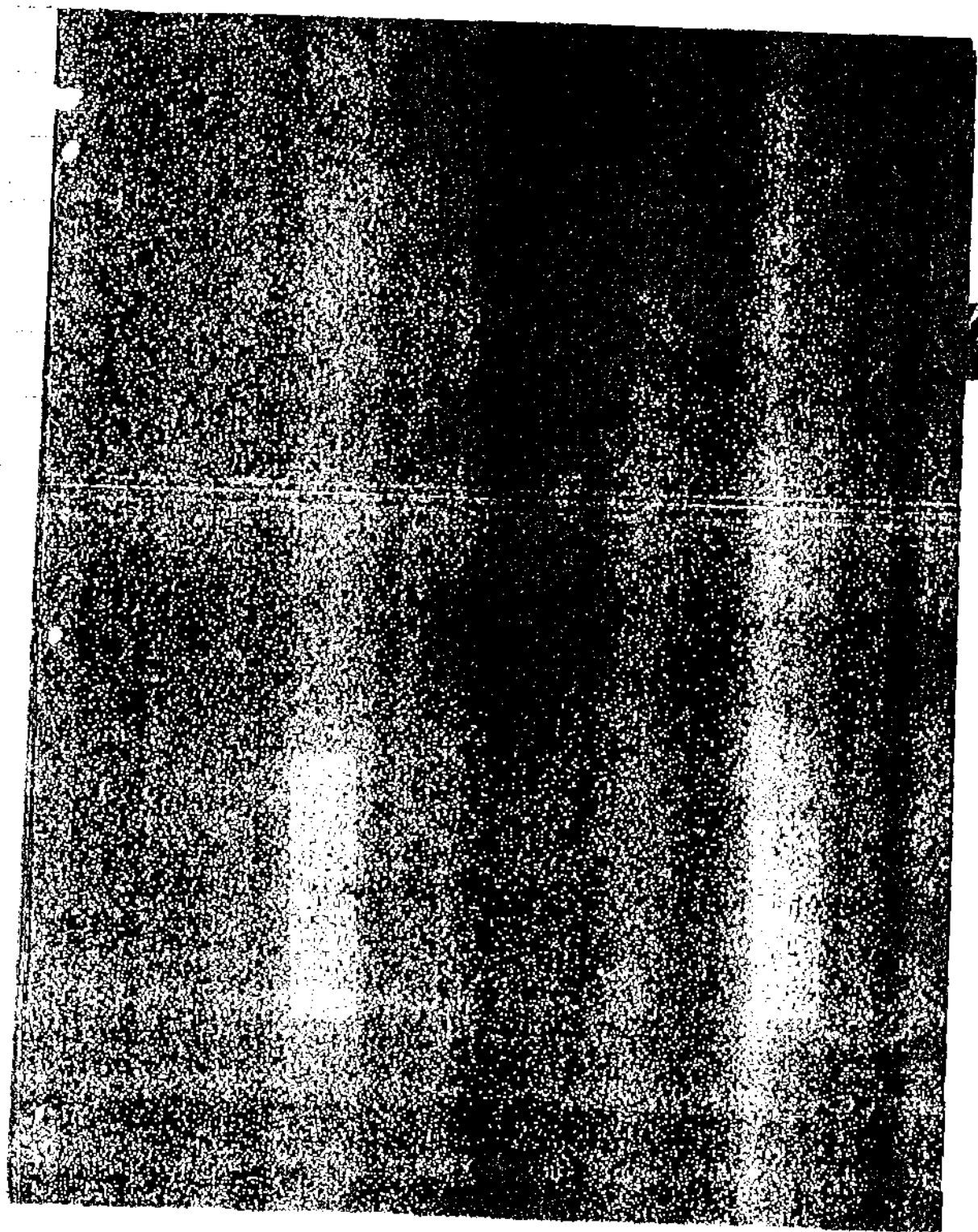


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(J.B.N. 18)
PROGRAM #28
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

As Broadcast

SUNDAY, APRIL 3, 1955

CBS

4:00 - 4:30 PM PST

(Transcribed - Feb. 8, 1955)

CAST: Jack Benny
Rochester
Dennis Day
Don Wilson
Sportsmen Quartet
Joe Kearns
Mel Blanc
Benny Rubin
Frank Nelson
Sam Hearn

RM

ATX01 0021120

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 3, 1955

-A-

OPENING COMMERCIAL

WILSON: THE JACK BENNY PROGRAM ... transcribed and presented
by Lucky Strike, the cigarette that tastes better!

LIGHT UP TIME
JINGLE - #1 .21 sec.

SOUND: (TIC TOC - 6 BEATS)

GROUP: Light up a Lucky

SOLO: It's Light Up Time.

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time
For the taste that you like
Light up a Lucky Strike

GROUP: Relax!
(HUM GLISS)

SOLO & GROUP: It's Light Up Time.

WILSON: This is Don Wilson, friends, and I certainly agree
there's no time like right now to light up a Lucky
and find out first hand what real, deep-down smoking
enjoyment is. I mean the enjoyment that comes from
better taste ... because a Lucky tastes better every
time. And the reasons why are world famous. First
of all, LS/MFT, Lucky Strike means fine tobacco.
Tobacco so fine, so light, so mild, it just
naturally tastes better. And then, something very
important happens to Luckies' fine tobacco.
"IT'S TOASTED."

RM

(MORE)

ATX01 0021121

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 3, 1955

-B-

OPENING COMMERCIAL (CONT'D)

WILSON:
(CONT'D) "IT'S TOASTED" is the famous Lucky Strike process
that brings Luckies' naturally good-tasting tobacco
to its peak of flavor, tones it up to make it taste
even better. Cleaner, fresher, smoother. So right
now, while the show gets under way -- or whenever
it's light-up time for you, Be Happy - Go Lucky.
Enjoy Lucky Strike -- the best tasting cigarette
you ever smoked!

LIGHT UP TIME
JINGLE - #3 .13 SEC. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right now!
(HUM GLISS)

SOLO:
(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time.

RM

ATX01 0021122

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 3, 1955

-C-

OPENING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HUM GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

DY

ATX01 0021123

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: THE LUCKY STRIKE PROGRAM, STARRING JACK BENNY..WITH
MARY LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB CROSBY,
AND "YOURS TRULY" DON WILSON.

(APPLAUSE...MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN, TONIGHT JACK BENNY DOES ANOTHER
TELEVISION SHOW..BUT MEANWHILE LET'S GO OUT TO JACK'S
HOME IN BEVERLY HILLS WHERE, EVEN AS YOU AND I,
ROCHESTER IS FILLING OUT HIS INCOME TAX.

ROCH: Let's see..Name?..Rochester Van Jones...Occupation?..
BUTLER, CHAUFFER, COOK, GARDENER, VALET, MASSEUR, WINDOW
WASHER, AND AUTHOR OF "WHAT TO DO IN YOUR SPARE TIME".....

Now let's see...Exemptions...if married and your wife or
husband...had no income or if this is a joint return of
husband and wife, list wife....ORRR husband...Mmm...I
better read that again..If married and your wife..ORRR
husband...had no income or if this is a joint return of
husband and wife, list wife..ORRR husband...YUP, THAT'S
WHAT IT SAYS, THAT'S WHAT THE FORM SAYS, UNCLE SAM SAYS
THAT.....Well, fortunately I'm single and have no
wife...ORRRR husband...Now let's see..enter your total

weges --

JACK: (COMING IN) Oh hello, Rochester..what are you doing?

ROCH: I'M FILLING OUT MY INCOME TAX, MR. BENNY..IT CERTAINLY
IS COMPLICATED.

JACK: *Man*, I'll help you with it, if you'd like.

RM

ATX01 0021124

ROCH: I SURE WOULD.

JACK: All right...let's see the form...~~There~~. Oh, Rochester, look at all the occupations you listed. You don't work that hard.

ROCH: I DON'T, EH?

JACK: No.

ROCH: I GOT HOUSE-MAID'S KNEE CLEAR UP TO THE HIP.

JACK: What?

ROCH: AND AT THAT POINT, MIDDLE-AGED SPREAD TAKES OVER.

JACK: Rochester, if you want me to help you, pay attention... Now let's see....Your income..What was your income last year?

ROCH: DO I HAVE TO ~~Talk~~?

JACK: Certainly..Put down the salary I pay you.

ROCH: CAN I WRITE IT IN RED INK?

JACK: Red ink, why?

ROCH: I WANT THEM TO KNOW I'M BLUSHING.

JACK: Never mind...Now for the next question...List any extra moneys you received as gratuities, gifts, or bonuses from your employer.

ROCH: OH ECSS, COME NOW.

JACK: Look, Rochester..just finish your income tax, sign it and mail it in. ^{Look at it.} I'm going down to ^{the} ~~the~~ vault to get some money...I owe Frankie Remley ten dollars.

ROCH: WHAT FOR?

JACK: ^{Oh} It was a silly thing. I bet him that he couldn't go a whole day without taking a drink of liquor.

RM

ATX01 0021125

ROCH: AND HE WON?

JACK: Yeah... ~~just~~ just my luck..he sat on a rusty nail and got lockjaw....I'll be back in a few minutes, Rochester.

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS)

JACK: Gee, it's dark in here.

(SOUND: FOOTSTEPS DOWN STAIRS..HOLLOW..FOOTSTEPS ACROSS WOODEN BRIDGE..LAPPING OF WATER AND LASH OF TAIL IN WATER)

JACK: Um...here come my alligators...Gee, I don't see Irving... He was sick last week....I hope that veternerian I sent down made him feel better.

(SOUND: BIG SPLASH)

JACK: Oh, there he is..Hi, Irving...Gee, he's fatter than ever.

(SOUND: FOOTSTEPS ON ~~FEET~~ ^{LEAVES})

JACK: Come to think of it..I remember the veternerian going down, but I don't remember him coming up...Oh well, if I get a bill, I'll know he's all right...Well, here's the vault.

(SOUND: HOLLOW FOOTSTEPS..RATTLING OF CHAINS..IRON HANDLE TURNS...IRON DOOR CREAKS OPEN..TWO FOOTSTEPS..HEAVIER CHAINS RATTLING..HANDLE TURNS..HEAVIER IRON DOOR CREAKS OPEN..TWO FOOTSTEPS)

KEARNS: Helt..Who goes there, friend or foe?

JACK: Friend.

KEARNS: What's the pass word?

JACK: You can take it with you.

KEARNS: Oh, it's you, Mr. Benny.

DY

ATX01 0021126

JACK: Yes, yes..how are you feeling, Ed?

KEARNS: Oh, I'm fine today...but yesterday I had a terrible fright.

JACK: Really?

KEARNS: Yes, it was just awful. I woke up and I couldn't see a thing.

JACK: Gee..what did you do?

KEARNS: I cut my hair.

JACK: Oh. ~~off~~..well, I need some money, Ed..I'll have to open the safe...Let's see...Ed, ~~what are you kneeling down for?~~

~~KEARNS: You're gonna hit me over the head, aren't you?~~

JACK: ~~No, that won't be necessary...Now let's see...~~the combination is..Right to Forty-five..(LIGHT TURNING SOUND) ..Left to sixty..(LIGHT TURNING SOUND) ..Back to fifteen...(LIGHT TURNING SOUND)....Then left to One-ten..(LIGHT TURNING SOUND).... There.

(SOUND: HANDLE TURNS..DOOR OPENS..USUAL ALARM WITH BELLS, AUTO HORNS, WHISTLES, RATCHETS, ETC., ENDING WITH B.O. FOGHORN)

JACK: ~~Ham~~..Say, Ed, did the alarm sound a little weaker than usual?

KEARNS: I'll tell you in a minute, I'm counting the dead gophers.

JACK: Oh..let's see..here's a ten dollar bill, that'll take care of Remley...And I'm taking Mary to Romanoff's for dinner tomorrow, so I better take another five dollars..Eh, I'll take six, I might want dinner, too.

(SOUND: SAFE DOOR CLOSES)

JACK: Well, I better be going..so long, Ed.

KEARNS: Goodbye, Mr. Denny..drop me a post card now and then.. Sometimes it gets lonesome.

ATK01 0021127

JACK: Yeah..Say Ed, how long have you been down here?

KEARNS: Oh, it's been years and years..I guess I sorta lost track.

JACK: Well....

KEARNS: But we can figure it out....Remember the day you brought me down here, it was your birthday..you were thirty-eight.

JACK: Gee, it's been that long, eh? ...Well, Ed, you can't stay down here forever, have you ever thought ~~about~~ ^{of} going up?

KEARNS: Yes, I have, when my time comes and Gabriel blows that---

JACK: ^{No, no, no.} ~~No, no, not that far up, just upstairs.~~ ^{just}

KEARNS: Upstairs? (GIGGLES) Oh, Mr. Benny, you're teasing me.

JACK: No, I'm not. ^{Plus,} You've been down here for years and years and years..and just for a little vacation, ^{Ed, I'm} I'm going to take you up with me right now.

~~KEARNS: Well, shall I take my muckot?~~

JACK: ~~That won't be necessary.~~ ^{now,} Now let's go, Ed..follow me.

KEARNS: All right.

^{Jack: Be careful.}
(SOUND: FIVE FOOTSTEPS AND BODY THUD)

JACK: Ed, what happened?

KEARNS: You forgot to unchain me.

JACK: Oh, oh..

(SOUND: CHAIN RATTLE)

JACK: ^{Then on one.} There, now let's go. ^{Right up the stairs here.}

(SOUND: HOLLOW FOOTSTEPS UP STEPS)

JACK: Are you coming, Ed?

KEARNS: Yeah, but I'm getting dizzy...I hope my nose doesn't bleed.

JACK: ^{Oh,} You'll be all right.

(SOUND: COUPLE MORE FOOTSTEPS..AND DOOR OPENS)

JACK: Well, here we are, Ed, this is the library.

KEARNS: Say, it's -- (PAINED) Ooooh.

ATX01 0021128

JACK: What's the matter?

KEARNS: Something hurts my eyes.

JACK: Oh, you'll get used to it, it's the light from this lamp, here.

KEARNS: Lamp?

JACK: Yes, you see, all the light comes from this little bulb.

Open door
It's filled with electricity.

KEARNS: Oh.... Is Ben still flying that kite?

JACK: No, you don't understand, Ed..I'll explain it to you later..Right now I want you to meet Rochester..(CALLS)
OH, ROCHESTER...

ROCH: (WAY OFF) COMING.

JACK: You'll like him, Ed. He works for me, too.

KEARNS: Oh? When did you bring him up?

JACK: No no, he stays up here all the time.

ROCH: (FADE IN) I WAS JUST CLEANING THE WINDOWS IN THE -- BOSS.
BOSS! YOU FOUND THE GAS MAN!

JACK: Don't be silly..this is Ed, he's the one who's been guarding my vault.

ROCH: OH..WELL, GLAD TO KNOW YOU, ED.

KEARNS: And I, you.

JACK: Ed, you don't have to curtsey,..Now Rochester, Ed may be hungry..take him in the kitchen and show him the refrigerator.

KEARNS: Refrigerator?

JACK: That's something new, Ed.

KEARNS: I don't care, if I like it, I'll eat it.

JACK: Ed, you don't eat the refrigerator..you eat the things inside *Open door*..It's a place to store things like ham, cheese, steaks, cavier and turkey.

ATX01 0021129

ROCH: OOOHI, IS THAT WHAT IT'S FOR?

JACK: Rochester.

ROCH: YOU LEARN SOMETHIN' NEW EVERY DAY.

JACK: Don't be funny, you're only confusing Ed, and it's hard enough to explain --

(SOUND: DOOR BUZZER)

JACK: I'll get the door, you take Ed in the kitchen and get him something to eat.

(SOUND: FOOTSTEPS...DOOR BUZZER)

JACK: Coming, *coming*

(SOUND: COMPLE MORE FOOTSTEPS AND DOOR OPENS)

DON: *CC* Hello, Jack.

JACK: Oh, h'ys, Don...Come on in.

DON: Okay...COME IN, FELLOWS.

JACK: Oh, you brought the Sportsmen with you.

(SOUND: DOOR CLOSES)

JACK: Hello, boys.

QUART: HMMMMM.

JACK: *Don, I meant to call you, we're not having rehearsal until tomorrow.*

DON: *Yes* I heard about it, Jack, but the boys have prepared a beautiful number for the show and they'd like you to hear it now. They're going out of town for a few days.

JACK: *h* Business?

DON: *No* ~~on~~ no no...The boys took their wives fishing at Lake Mead last week and they're going back there again.

DY

RTX01 0021130

JACK: Gee, I wish I could go...What are they going to fish for?
DON: The tenor's wife, she fell out of the boat Wednesday.
JACK: Oh....well, then by all means let's hear them sing ~~and~~ *I mean*,
She must be awfully tired treading water....Go ahead, boys.

DY

ATX01 0021131

QUART: MR. SANDMAN, BRING ME A SCHEME
I'M TIRED OF DREAMING THAT SAME OLD DREAM
EACH TIME I LIE DOWN
MY MIND RELAXES
UNTIL I THINK ABOUT THOSE INCOME TAXES
SANDMAN, SEND ME SOME PLANS
to make
~~MAKE~~ ENOUGH DOUGH TO PAY THEIR DEMANDS
WHEN YOU HEAR JACK BENNY SCREAM
BELIEVE ME, SANDMAN, THAT ~~IS~~ ^{is} NO DREAM
MR. SANDMAN, IT'S LIGHT UP TIME
LIGHT UP A LUCKY
THEY'RE REALLY SUBLIME
PUFF ON A LUCKY AND YOU'LL KNOW THE REASON
NO OTHER CIGARETTE IS QUITE SO PLEASIN'
SANDMAN, YOU'RE SURE TO LIKE
THE FINER TASTE OF A LUCKY STRIKE
NO SIR, MAN, IT'S NOT A DREAM
LUCKIES DO TASTE BETTER
TASTE SO MUCH BETTER
SO SANDMAN, LIGHT UP A LUCKY
IT'S LIGHT UP TIME.

(APPLAUSE)

DY

ATX01 0021132

(SECOND ROUTINE)

Yes, that was -
JACK: That was very good ~~that was~~ *Don, very good.*

DON: I think it'll sound fine on the show.

JACK: It certainly will..By the way, Don, I've got a surprise for you^{you know,}.you've heard me talk about Ed, that nice old man who's been guarding my vault all these years.

DON: Yes, *yes.*

JACK: Well, a few minutes ago I brought him upstairs, and I want you to meet him. Come on, he's in the kitchen with Rochester.

(SOUND: FOOTSTEPS..DOOR OPENS)

JACK: Rochester, I'd -- Rochester, where's Ed?

ROCH: HE'S IN YOUR BEDROOM LYING DOWN..HE'S EXHAUSTED.

JACK: Exhausted?

ROCH: YEAH..I GUESS I SHOWED HIM TOO MUCH FOR ONE DAY.

JACK: What did you show him?

ROCH: THE ESQUIRE CALENDAR.

JACK: Well, maybe the rest'll do him good. After all, it must be quite a strain to --

KEARNS: (OFF) Mr. Benny! Help, help! Mr. Benny!

JACK: Oh my goodness, that's Ed..He's in trouble..Come on, Don.

(SOUND: RUNNING FOOTSTEPS..DOOR OPEN)

JACK: Ed, Ed..what's the matter?

KEARNS: (PANICKED) That horrible looking man, get him out of here, get him out of here.

BA

ATX01 0021133

JACK: What man?

KEARNS: Right over there, please, please, make him go away.

JACK: Hmm..Don, turn the mirror around...Now look, Ed, you're a bundle of nerves..There's the bed, why don't you just relax for awhile.

KEARNS: All right, Mr. Benny.

(SOUND: SQUEEK OF BED SPRINGS)

KEARNS: Gee, this bed is comfortable..I could stand on it for hours.

JACK: No, Ed, you're not supposed to stand, you're supposed to lie down on it.

KEARNS: Like this?

(SOUND: SQUEEK OF BED SPRINGS)

JACK: That's right, Ed..Now close your eyes and take a nice nap...go to sleep, Ed...Come on, Don.

(SOUND: DOOR CLOSING AND FOOTSTEPS)

JACK: Poor Ed, he's got so much to learn.

DON: He certainly has.

(SOUND: DOOR BUZZER)

JACK: Excuse me, Don..there's someone at the door.

(SOUND: COUPLE FOOTSTEPS)

JACK: ~~I wonder who that could be~~

(SOUND: DOOR OPENS)

JACK: Oh hello, Dennis.

DENNIS: Hello, Mr. Benny..I just stopped by to ask you if it's all right if I miss rehearsal tomorrow.

JACK: Hm, the Sportsmen aren't going to be there either...Well, I guess it's okay..Why do you want to miss rehearsal?

BA

ATX01 0021134

DENNIS: I'm going to commit suicide.

JACK: ...Suicide? Again?

DENNIS: I may miss the broadcast, too.

JACK: Dennis, ^{Dennis: Yeah.} Dennis, look at me.

DENNIS: Huh?

JACK: ^{Now} All right, Dennis, I'll go along with you ~~about~~ ^{this time}. Now ^{how} —
how are you going to commit suicide?

DENNIS: Well, I'm going to hang myself, and take poison, and
jump off the roof and shoot myself.

JACK: Oh, I see... Now Dennis, any one of those methods would
kill you.. why are you going to do all of them?

DENNIS: My middle name is Westinghouse and I want to be sure.

JACK: Hey, ^{you know} that's a pretty good joke. Now let's get serious
and forget about suicide.

DENNIS: Yes, sir.

JACK: Now what are you going to sing?

DENNIS: "After I m Gone".

JACK: Now cut that out...Dennis, you are without a doubt the
silliest kid I've ever known in my life.

DENNIS: Oh, you're just mad because George Gobel is younger than
you. ^{and}.

JACK: Well, he won't always be...Now go ahead and sing.

(APPLAUSE)

(DENNIS'S SONG -- "MELODY OF LOVE")

(APPLAUSE)

BA

ATX01 0021135

(THIRD ROUTINE)

JACK: That was very good, Dennis Westinghouse Day .. Now turn out the light in your mouth and go home, *will you?*

DENNIS: Yes sir.. Goodbye.

(SOUND: FOOTSTEPS)

JACK: Dennis, the door is this way.

DENNIS: Well, I'm going up on the roof and jump off.

JACK: Okay, but not on my petunias.. Goodbye.

DENNIS: Goodbye.

(SOUND: DOOR SLAM)

JACK: ~~What a crazy kid.. If his head wasn't tied onto his shoulders, nobody would know the difference.~~

DON: Well, I guess I better be running along too, *Jack.*

ROCH: (EXCITED) BOSS..BOSS.

JACK: What's the matter, Rochester?

ROCH: BOSS, IT'S ED, HE'S GONE.

JACK: What do you mean, gone..he was just in my bedroom.

ROCH: I KNOW, BUT I WENT TO BRING HIM SOME MILK AND CRACKERS AND HE WASN'T THERE.

DON: Maybe he's wandering around the house somewhere.

ROCH: THAT'S WHAT I THOUGHT AT FIRST..BUT THEN I SAW THAT THE DOOR FROM THE BEDROOM TO THE PATIO WAS WIDE OPEN..AND I TRACED HIS FOOTSTEPS TO THE COLMAN'S FENCE.

JACK: Gee..I hope he didn't climb the fence.

ROCH: HE TRIED TO, BUT I THINK THE ELECTRICITY DISCOURAGED HIM.

JACK: What?

ROCH: HIS NEXT FEW FOOTSTEPS WERE TEN YARDS APART.

JO

RTX01 0021136

JACK: Gee, this is awful..Poor Ed, he's a confused man..he won't know what to do or where to go..We've got to find him.

DON: ~~There's~~ ^{No} telling what could happen to him, Jack..We'd better get down to the police station.

JACK: You're right..Rochester, you stay here in case he comes back..Come on, Don, let's go.

(TRANSITION MUSIC)

MEL: Look, Mr. Benny, would you please relax..Believe me, we're doing everything we can to find your friend.

JACK: But Sergeant, I'm worried, I'm nervous..We've been here three hours and nothing's happened. Isn't there anything

I can do to help?

MEL: Yes, stop pacing up and down.

JACK: I can't help it. Whenever I'm nervous I have to pace up and down.

MEL: Well, at least get off my desk.

JACK: Oh..oh, I'm sorry.

DON: ^{Jack, take it easy, I'm sure everything ~~is~~ ^{is} going to be all right.}
A Jack, take it easy, I'm sure everything ~~is~~ be all right.

JACK: I hope so, Don. Gee, poor Ed..lost in a big city like this..and it's all my fault.

MEL: Say, Mr. Benny --

JACK: Yes, Sergeant, yes, yes, yes yes ~~yes~~.

MEL: Mr. Benny, it's a long shot, but they're bringing in the afternoon lineup and your friend may be in it.

JACK: Oh good, where are they, where are they?

MEL: Here they come now.

(SOUND: MARCHING FEET IN LOCKSTEP APPROACH AND
COME TO A HALT)

JO

ATX01 0021137

MEL: Well, Mr. Benny, can you identify anyone in this group?

JACK: All of them, that's my orchestra.

MEL: Your orchestra?

JACK: Yeah.

MEL: OKAY, TAKE 'EM AWAY.

(SOUND: MARCHING FEET DEPART IN LOCKSTEP)

JACK: DON'T BE LATE FOR REHEARSAL, FELLOWS... ~~and~~ this is the first time they've all had the same beat.

DON: *Jack* Jack, we're not getting anyplace here..why don't we try the Bureau of Missing Persons?

JACK: *Hey* That's a good idea..let's go.

(SOUND: DOOR OPENS & CLOSES..FOOTSTEPS IN CORRIDOR)

JACK: Do you know where the Missing Persons Bureau is, Don?

DON: No, but it must be somewhere in this building..Maybe that judge would know.

JACK: *The* Judge?

DON: *Yeah* That man over there in the robe.

JACK: Oh yeah..I'll ask him.

(SOUND: FEW FOOTSTEPS)

JACK: Pardon me, sir, but could you tell me if the Missing Persons Bureau is on this floor.

RUBIN: I don't know.

JACK: Well, is it upstairs?

RUBIN: I don't know.

JACK: Well, is it in this building?

RUBIN: I don't know.

JO

ATX01 0021138

JACK: Well, if you don't know anything, what are you doing in that robe?

RUBIN: I'm a test pilot for Lifeboy and I just took a shower.

JACK: Hmm.

DON: *Oh*, Say Jack, there's the Missing Persons Bureau right across the hall.

JACK: Oh.

DON: *Look*, There's no sense in ^{the} both of us going in there.. I ~~just~~ ^{better} stick with ~~that~~ ^{the} desk sergeant we were talking to.

JACK: Okay, Don..I'll see you later.

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS & CLOSES)

JACK: I wonder who's running this department..(UP) Oh, Officer.. Officer..

NELSON: YESSSS.

JACK: *Are* Are you in charge of the Missing Persons Bureau?

NELSON: No, Captain O'Shaugnessy is.

JACK: Well, I'd like to talk to him.

NELSON: So would I, he's been missing for three weeks.

JACK: Oh, fine. Well, maybe you can help me. I want to report a missing person.

NELSON: All right, just have a seat.

JACK: Thank you.

NELSON: Now I want you to give me all the information you can, Mr. Benny.

JACK: *Oh*, Oh, you recognized me..I guess you must have seen me on T.V.

NELSON: Yes, I have.

JO

ATX01 0021139

JACK: Do you like me?

NELSON: No.

JACK: Well, if you don't like me, why watch my program...why torture yourself.

NELSON: I don't like me either.

JACK: Now look, I didn't come here ~~me~~ --

(SOUND: PHONE RINGS)

NELSON: Excuse me.

(SOUND: PHONE UP)

NELSON: Hello.

HEARN: Hello, is this the Missing Persons Bureau?

NELSON: Yes, it is.

HEARN: Well, this is Mr. Hearn at 3230 Colby Avenue.

NELSON: Yes, sir, what can I do for you?

HEARN: Well, my wife has disappeared. she's been gone for three days now and I thought perhaps you could help me find her.

NELSON: We can certainly try..could you describe her for me?

HEARN: Well, she's four feet tall and weighs 320 pounds.

NELSON: Three hundred twenty..pounds.

HEARN: She's pidgeon toed, she has no teeth, she has a wart on her nose, thick lips, crossed eyes, a very bad complexion, and -- Oh, the heck with it.

(SOUND: RECEIVER SLAMMED DOWN FAST)

NELSON: I get more crazy phone calls..Now where were we, Mr. Benny?

JACK: I was reporting a missing person.

NELSON: Oh, that's right.

JO

ATX01 0021140

JACK: He's an employee of mine and I'm --

(SOUND: PHONE RINGS)

NELSON: Excuse me.

(SOUND: RECEIVER UP)

NELSON: Hello....Yes, he's here...Here, it's for you, Mr. Sandman.

JACK: Mr. Sandman?

NELSON: You put me to sleep.

JACK: Oh, quiet.. Hello.

ROCH: YOU CAN RELAX, BOSS..I FOUND ED AND HE'S ALL RIGHT.

JACK: You found him? ^{Yes,} That's wonderful news, Rochester...
Where was he?

ROCH: HIDING IN A CLOSET, FRIGHTENED TO DEATH.

JACK: Why, what happened?

ROCH: HE WENT OUTSIDE AND HE SAID HE SAW A RED AND YELLOW
DRAGON EATING UP A LOT OF PEOPLE.

JACK: A red and yellow dragon..what was it?

ROCH: JUST PASSENGERS GETTING ON THE SUNSET BUS.

JACK: Oh...well tell him not to be afraid, Rochester..I'm
coming right home.

(TRANSITION MUSIC)

JACK: Now Ed, believe me, it wasn't a dragon. I've told you
five times it was a bus that takes on people...It's a
mode of transportation.

KEARNS: Transportation?...I didn't see any horses.

JACK: Ed, ^{any more,} they don't need horses, they have motors..Now look,
Ed, calm down. I'm going to take you down town and we'll
go to a picture show. You'll enjoy that.

JO

ATX01 0021141

KEARNS: I'd ... I'd rather not, Mr. Benny.

JACK: What?

KEARNS: I've seen enough. Would you please take me back down to the vault?

JACK: Ed...you want to go back to the vault so soon? Why?

KEARNS: Well...it's so peaceful and quiet down there...Everybody up here is in such a hurry...rushing around...all excited.. There's noise and confusion. Nobody seems to be really happy.

JACK: *Look* Lock, Ed --

KEARNS: *I* I like it down there in the vault, Mr. Benny. There's nothing to disturb me or frighten me.. I'd...I'd like to go back.

JACK: Well, all right, Ed..Then ~~in~~ case you ever want to come up again, *just* let me know, *look*?

KEARNS: Thank you, but I don't think I will.

JACK: All right, Ed...Rochester, I'm going to take Ed back down to the vault.

ROCH: OKAY, BOSS...SO LONG, ED.

KEARNS: Goodbye, Man.

(SOUND: FOOTSTEPS...DOOR OPENS)

JACK: Here we are, Ed..let's go down.

(SOUND: FOOTSTEPS DESCENDING AND GETTING HOLLOW)

(MUSIC AND APPLAUSE)

JO

ATX01 0021142

THE JACK BENNY PROGRAM
APRIL 3, 1955
EASTER SEAL ALLOCATION

JACK: Ladies and gentlemen, the very best Easter gift of all is the support you give, through Easter seals, to children who need your help. These seals provide medical care, nursery centers and many other things that are needed. So give and give generously to the Easter Seal agency in your community. Or send your contribution to Crippled Children care of your local Post Office.

Thank you.

(APPLAUSE)

ATX01 0021143

THE JACK BENNY PROGRAM
APRIL 3, 1955

DON: Ladies and gentlemen, Jack will be back in just a moment to tell you about his television program which goes on at 7:00 PM, but right now, here's a suggestion for you.

DON: Ladies and gentlemen, Jack will be back in just a moment to tell you about his television show which goes on immediately after this program, but right now, here's a suggestion for you.

ATX01 0021144

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK PENNY PROGRAM
APRIL 3, 1955

-D-

CLOSING COMMERCIAL

WILSON: Jack will be back in just a minute, but right now,
here's a suggestion for you.

LIGHT UP TIME
JINGLE #1 .21 sec.

SOUND: (TIC TOC - 6 beats)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time
For the taste that you like
Light up a Lucky Strike

GROUP: Relax!
(HJMS GLISS)

SOLO & GROUP: It's Light Up Time

WILSON: That's a grand idea for a pleasant Sunday evening at
home -- or any time at all when you want to enjoy a
really great cigarette -- just lean back and light up
a Lucky. Because every Lucky you light is sure to
give you better taste. And here's why: First,
Luckies are made of fine tobacco. Lucky Strike means
fine tobacco. Light, mild, naturally good-tasting
tobacco. And then, that tobacco is toasted. "IT'S
TOASTED" is the famous Lucky Strike process that
tones up Luckies fine tobacco, brings it to its peak
of flavor, makes it taste even better. Cleaner,
fresher, smoother. (MORE)

ATX01 0021145

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 3, 1955

-E-

CLOSING COMMERCIAL (CONT'D)

WILSON: Result: Lucky Strike, the best tasting cigarette you
(CONT'D) ever smoked! So right now, friends, or anytime at
all when it's light up time for you -- Be Happy -
Go Lucky! Make your cigarette - better tasting
Lucky Strike!

LIGHT UP TIME
JINGLE #3 .13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right now!
(HUM GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

ATX01 0021146

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 3, 1955

-F-

CLOSING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME
JINGLE #2 .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light up Time
For the taste that you like
Light up a Lucky Strike

GROUP: Right Now!

(HUM GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

ATX01 0021147

(TAG)

-22-

ROCH: BOSS, WHERE ARE YOU GOING?

JACK: I ~~was~~ got to rush over to do my television show. You better get out the car.

ROCH: WE CAN'T TAKE THE CAR, BOSS, IT'S BEING OVERHAULED.

JACK: Well, what are we going to do?

ROCH: MAYBE WE OUGHT TO TAKE A CAB?

JACK: No, we can take the red and yellow dragon. It stops right by the studio...Goodnight, folks, see you on T.V.

(APPLAUSE & MUSIC)

DON: The Jack Benny Program tonight was written by Milt Josefsberg, John Tackaberry, Al Gordon, Hal Goldman, and produced and transcribed by Hilliard Marks.

CB

ATX01 0021148

HERBERT TAREYTON

HR 301F

Filter smokers! True tobacco taste...real filtration.. famous TAREYTON quality...they're all yours when you smoke Filter Tip TAREYTON. Filter Tip TAREYTON gives you all the full, rich taste of TAREYTON'S quality tobacco and real filtration, too, because Filter Tip TAREYTON incorporates Activated Charcoal, renowned for its unusual powers of selective filtration. Look for the red, white and blue stripes on the package. They identify Filter Tip TAREYTON, the best in filtered smoking.

DON: The Jack Benny program was brought to you by the American Tobacco Company ... America's leading manufacturer of cigarettes.

CB

ATX01 0021149

(J.B.R. #11)
PROGRAM #29

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, APRIL 10, 1955

CBS

As Broadcast
4:00 - 4:30 PM PST

(TRANSCRIBED APRIL 18, 1954)

CAST: JACK BENNY
 MARY LIVINGSTONE
 ROCHESTER
 DENNIS DAY
 BOB CROSBY
 DON WILSON
 SPORTSMEN
 STUFFY SINGER
 JUNE CROSBY
 MEL BLANC
 ARTHUR Q. BRYAN
 ARTIE AVERBACK
 FRANK NELSON
 SHELDON LEONARD

PE

ATX01 0021150

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 10, 1955

Opening: 1.05 Closing: 1.28

Total: 2.33

OPENING COMMERCIAL

WILSON: THE JACK BENNY PROGRAM...transcribed and presented
by Lucky Strike the cigarette that tastes better!

LIGHT UP TIME
JINGLE - #1 .21 sec.

SOUND: (TIC TOC - 6 beats)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Relax!

(HUM GLASS)

SOLO & GROUP: It's Light Up Time.

WILSON: This is Don Wilson, friends, and you know, the right
time for Lucky is anytime you feel like enjoying a
really great cigarette. The right place? Well,
that's any place you happen to be at the time. It's
true, you can depend on a Lucky to give you better
taste everytime it's light-up time. That's because of
the truly fine tobacco that goes into every Lucky
Strike cigarette. LS/MFT -- Lucky Strike means fine
tobacco....tobacco that's light and mild and naturally
good-tasting. And then that fine tobacco is toasted.
IT'S TOASTED to taste better...cleaner, fresher,
smoother! So, when you buy your next pack or carton
of cigarettes, remember: Luckies taste better. Matter
of fact, a Lucky is the best-tasting cigarette you
ever smoked!

BB

ATX01 0021151

THE AMERICAN TOBACCO COMPANY
THE JACK BENNY PROGRAM
LUCKY STRIKE
APRIL 10, 1955

OPENING COMMERCIAL (CONT'D)

LIGHT UP TIME
JINGLE - #3 .15 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right Now!
(HUM GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

BB

ATX01 0021152

THE AMERICAN TOBACCO COMPANY
THE JACK BENNY PROGRAM
LUCKY STRIKE
APRIL 10, 1955

OPENING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HUM GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

BB

ATX01 0021153

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: THE LUCKY STRIKE PROGRAM, STARRING JACK BENNY ... WITH MARY LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB CROSBY, THE SPORTSMEN QUARTET, AND "YOURS TRULY" DON WILSON.

(APPLAUSE ... MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN ... IT'S EASTER SUNDAY ... AND IN CITIES ALL OVER THE COUNTRY PEOPLE ARE PARADING ... RIGHT NOW IN BEVERLY HILLS JACK IS GETTING READY FOR HIS STROLL DOWN WILSHIRE BOULEVARD AS IS HIS CUSTOM EVERY EASTER ... AT THE MOMENT HE'S TAKING A SHOWER, AND ROCHESTER IS LAYING OUT HIS CLOTHES.

ROCH: MMM MMM, MR. BENNY'S BEEN IN THAT SHOWER A LONG TIME BUT HE ALWAYS STAYS IN THERE PRETTY LONG ... HE'D GET THROUGH SOONER IF HE'D SING IN THE SHOWER LIKE EVERYBODY ELSE INSTEAD OF PLAYING HIS VIOLIN ... BUT IT WAS PRETTY CLEVER THE WAY HE TIED THAT BRUSH ON THE END OF HIS VIOLIN BOW. ... I'LL BET HEIFITZ CAN'T PLAY "LOVE IN BLOOM" AND SCRUB HIS BACK AT THE SAME TIME.

JACK: OH, ROCHESTER ... ROCHESTER.

ROCH: YES, BOSS.

JACK: I'm through with my shower hand me my towel.

ROCH: YOUR TOWEL?

JACK: All right, the Statler's ... don't be so technical when I'm freezing.

ROCH: HERE YOU ARE ... AND HERE'S YOUR SHORTS.

PE

ATX01 0021154

JACK: Thanks ... Gee, that shower was invigorating. You know, Rochester ... since I've been dieting, I feel like a new man ... I look so much trimmer, don't I?

ROCH: YOU LOOK ABOUT THE SAME TO ME, BOSS.

JACK: Oh, don't be silly. I bet I lost a lot of weight. I'll get on the scale and show you.

(SOUND: STANDING ON SCALE ... PENNY DROPPING ...
GRINDING OF MACHINERY AND CARD COMES OUT)

JACK: Let's see ... here's the card ... Let me see what it says ...
"You would be a financial success if you weren't such a spendthrift."

ROCH: OH, SCALE, COME NOW!

JACK: And, here's my weight ... Hmm ... ^a~~one~~ hundred and two pounds...
Rochester, this scale is way off.

ROCH: I COULDA TOLD YOU THAT WHEN YOU READ YOUR FORTUNE.

JACK: Never mind ... Let's check this scale ... Rochester, you get on ... see how much you weigh, ^{will you?}

ROCH: OKAY ... LET'S SEE IF I'VE GOT A PENNY ...

(SOUND: JINGLE OF COINS)

ROCH: YEAH, HERE'S ONE.

(SOUND: STANDING ON SCALE ... PENNY DROPPING ...
GRINDING OF MACHINERY AND CARD COMES OUT)

ROCH: WELL, MY WEIGHT IS CORRECT.

JACK: Good what does the card say on the other side?

ROCH: LET'S SEE ... "TELL THE PREVIOUS SPENDTHRIFT HE PUT IN A SLUG".

JACK: Well, it's my scale I can do what I want ...
Now, Rochester, did you lay out my clothes?

PE

ATX01 0021155

ROCH: YES SIR ... YOUR BLUE SUIT IS ON THE BED.

JACK: My blue suit? ... No, I wore that in the Easter Parade last year ... I better wear something else.

(SOUND: DOOR BUZZER)

JACK: Answer the door, Rochester, I'll pick out a suit.

ROCH: (FADING) YES SIR.

JACK: Rochester always tries to make me look so conservative ... This is the Easter Parade ... I should wear something Springy ... Let's see ... what could I -- I know, I'll wear my white suit ... ~~I'll~~ bet it's as good as the year I put it away.

ROCH: BOSS, MISS LIVINGSTONE IS HERE.

JACK: Oh yes ... she's walking in the Easter Parade with me ... Tell her I'll be right out.

ROCH: OKAY ... WHAT ARE YOU PUTTING ON THAT WHITE SUIT FOR?

JACK: I'm gonna wear it in the parade.

ROCH: BUT BOSS, I THINK THE BLUE ONE WOULD LOOK A LOT --

JACK: Rochester, I'm gonna wear the white suit and that settles it.

ROCH: OKAY, OKAY.

(SOUND: FEW FOOTSTEPS)

MARY: Is he ready, Rochester?

ROCH: HE WILL BE IN A FEW MINUTES ... SAY, MISS LIVINGSTONE, THAT'S A BEAUTIFUL DRESS YOU'VE GOT ON.

MARY: Well, thank you, Rochester.

JACK: (COMING IN) Hello, Mary ... Happy Easter.

MARY: Happy -- JACK, YOU'RE NOT GOING TO WEAR THAT WHITE SUIT.

JACK: Why not, what's wrong with it?

PE

ATX01 0021156

MARY: I haven't seen one like that since Admirel Byrd came back from the South Pole.

JACK: What are you talking about?

MARY: Well, if you're going to wear it, ~~at~~ least wipe that tomato soup stain off the lapel ... stain.

JACK: Tomato soup what? Well, I've heard everything. Wipe that tomato soup stain ...

MARY: Tomato soup stain off the lapel.

JACK: What for? From a distance it'll look like a red carnation ..

Heck, Come on, Mary, let's go .. See you later, Rochester.

ROCH: GOODBYE, BOSS ... GOODBYE, MISS LIVINGSTONE.

MARY: ~~Good~~bye, Rochester ... By the way, aren't you going out walking in the Easter Parade?

ROCH: ~~Yea~~, BUT FIRST I'VE GOTTA MAKE A CALL TO A GIRL I HAVE A BLIND DATE WITH. I ~~am~~ GOTTA TELL HER ABOUT A CHANGE IN PLANS

JACK: Change in plans?

ROCH: YEAH, I TOLD HER TO BE ON THE CORNER OF SIXTH AND CENTRAL AND LOOK FOR A MAN WEARING A WHITE SUIT.

JACK: Oh, so that's why ~~you~~ -- Well, wear our blue one, it's your turn to be conservative ... Come on Mary, let's go.

(SHORT TRANSITION MUSIC... "EASTER PARADE")

(SOUND: STREET NOISES ... FOOTSTEPS CONTINUING ON CEMENT BEHIND FOLLOWING.)

MARY: Gee, there are a lot of people out walking on Wilshire Boulevard.

PE

ATX01 0021157

JACK: Yeah ... you know ... this is a wonderful time of the year ...

~~I can't know~~ There's something in the air ... a spirit of awakening ..

7 - of romance ... ~~so~~ makes me feel so young ... (COY)
and you know what they say, Mary ... in the Spring a
young men's fancy turns to love.

MARY: Give my your hand, Jack.

JACK: Gee, do you feel romantic, too?

MARY: No, we're coming to a curb and I don't want you to fall on
your face.

JACK: Hmmm.

MARY: Jack, look who's coming this way ... Isn't that one of the
boys in your Beaver's Club?

JACK: Oh yes ... Oh, it's little Joey Hudson.

(SOUND: FOOTSTEPS STOP)

MARY: Well, hello, Joey.

STUFFY: Hello, Miss Livingstone.

JACK: Hello Joey.

STUFFY: Hello, Mr. Benny...Hey, dig that crazy carnation.

JACK: See ... I told you, Mary.

MARY: Say, that's a mighty cute rabbit you have there.

STUFFY: Yes... it's my Easter Bunny .. I'm taking him over to Mr.
Benny's house to feed him.

JACK: To my house to feed him ... why?

STUFFY: My father says you've got more lettuce than anyone in
Beverly Hills.

JACK: Hmmm.

MARY: Goodbye, Joey.

PE

ATX01 0021158

STUFFY: Goodbye, Miss Livingstone ... Goodbye, Mr. Benny.

JACK: Goodbye, goodbye.

(SOUND: FOOTSTEPS START AND CONTINUE)

JACK: You know, Mary, strolling down the boulevard today reminds me of that picture we saw a few years ago with Judy Garland and Fred Astaire.

MARY: Oh, you mean "Easter Parade"?

JACK: Yeah ... that's the one ... Remember at the start of the picture when Fred was walking along Fifth Avenue singing that song and the people answered him ... How did that song go again?

(SHORT INTRODUCTION TO "HAPPY EASTER")

MARY: (SINGS) NEVER SAW SUCH A LOVELY DAY ... HAPPY EASTER

QUART: HAPPY EASTER.

JACK: IT'S SUCH FUN JUST TO NOD AND SAY ... HAPPY EASTER.

QUART: HAPPY EASTER.

MARY: MY OH ME, THERE'S SO MUCH TO SEE
AS YOU STROLL THE AVENUE
AND YOU GREET ALL THE FRIENDS YOU MEET

QUART: HAPPY EASTER TO YOU.

(SOUND: FOOTSTEPS UP)

PE

ATX01 0021159

JACK: Isn't it nice, Mary, they all answered us, just like they did in the picture.

MARY: Yeah.

JACK: Say, Mary ... isn't that Bob Crosby and his wife?

MARY: Where?

JACK: Walking on the other side of the street.

MARY: Oh yes.

JACK: ^{Well} Hurry up, let's cross the street and join them.

MARY: But Jack, it's the Easter Parade, and maybe they'd rather walk alone.

JACK: Oh, don't be silly, Mary ... Bob would be insulted if he thought we saw him and didn't say hello.

(SOUND: STREET NOISES)

BOB: Say, June ... isn't that Mary Livingstone across the street there?

JUNE: Why, yes ... it does look like Mary ... But I wonder who that is with her.

BOB: Well, I don't know, but from here he looks like Admiral Byrd ... Say, whoever he is, he's trying to attract our attention ... He's waving his hand.

JUNE: Now he's waving his hat.

BOB: Now he's waving his hair, it's Jack ... I'm amazed that he's this far down on Wilshire ... He usually never gets past the California Bank.

JUNE: Gee Bob, I hope he doesn't join us.

BOB: ^{Well} Why?

JUNE: Well, I like Jack, but look at the way he's dressed.

TB

ATX01 0021160

BOB: Well, just keep walking straight ahead ~~Oh~~ We'll pretend
that we haven't even seen him.

JACK: (SLIGHT PAUSE ... OFF MIKE) Oh, Bob ... Bob.

BOB: Keep walking, honey, there are a lot of Bobs.

JACK: (CLOSER BUT STILL OFF) Oh, Bob ... Bob Crosby.

BOB: Keep walking, Honey ... there's another Bob Crosby in
Encino.

JACK: (STILL CLOSER) Oh, Bing's Brother.

BOB: He's got me.

JACK: Well, hello, kids.

BOB: Why, Jack Benny of all people, gee, what a pleasant
surprise.

JACK: Yeah.

JUNE: Hello, Mary.

MARY: Hello, June ... Say, that's a beautiful outfit you've got on
That mink stole is just exquisite.

JACK: It sure is ... is it new?

JUNE: Oh no ... Bob bought it for me when he was with Campbell's
Soup.

JACK: With Campbell's Soup?

BOB: You know ... the outfit that made your carnation.

JACK: Oh, oh.

BOB: Well, we better be running along now.

JUNE: Yes, Bob.

JACK: But aren't you going to walk with us

BOB: Oh gee, we'd love to, Jack, but the kids are home all
alone ~~and~~ we've just gotta get back to them ... See you
later.

MARY: Happy Easter.

TB

ATX01 0021161

MARY: Happy easter.

JACK: Happy Easter.

BOB & JUNE: Happy Easter.

(SOUND: FOOTSTEPS)

(SHORT INTRO)

BOB: WALKING WITH YOU SIDE BY SIDE ... HAPPY EASTER.

JUNE: HAPPY EASTER.

BOB: FILLS MY CHEST WITH SO MUCH PRIDE ... HAPPY EASTER

JUNE: HAPPY EASTER.

QUART: MY OH ME, THERE'S SO MUCH TO SEE
AS YOU STROLL THE AVENUE

BOB & JUNE: AND YOU GREET

ALL THE FRIENDS YOU MEET

QUART: HAPPY EASTER TO YOU.

(SOUND: FOOTSTEPS ... STREET NOISES UP AND DOWN)

JACK: It was nice running into Bob and June.

MARY: Yes it was.

JACK: Gee, what perfect weather ... Spring ... the skies are
clear ... the flowers are blooming ... the sun is shining
....Hey, look who's here, my violin teacher.

MEL: Bon Jour, Monsieur Benny.

(APPLAUSE)

(SOUND: FOOTSTEPS STOP)

JACK: Well, Professor Le Blanc, this is the third year in a row
we've met in the Easter Parade.

MEL: You I meet ... Heifitz is always on the other side of the
street.

TB

ATX01 0021162

JACK: What's the difference...we're both violinists.
Oh, by the way, Professor ... this is Miss Livingstone.
She was at the house the last time you gave me a lesson..
Remember?

MEL: How could I forget ... she applied the tourniquet to my
wrist.

JACK: Oh yes ... that was such an unfortunate accident.

MEL: Unfortunate, yes ... accident, no.

JACK: Hmmmm.

MEL: Well, I must go now.

JACK: All right, professor ... don't forget my lesson next
Thursday and have a nice Easter.

MEL: Goodbye, Monsier Benny.

JACK: Goodbye.

(APPLAUSE)

(SOUND: FOOTSTEPS START)

JACK: Mary, I can't understand why he hates to give me violin
lessons.

MARY: I can't understand it either. You play beautifully.

JACK: Well, I -- Huh? Mary, that was sweet ... What made you
say that?

MARY: Oh, I don't know, just an impulse ... Yesterday I kicked a
cop in the pants.

JACK: ~~Oh, well~~ Sometimes you have to let yourself go ... You
know ... Anyway, Mary, we're certainly running into a lot
of people we know, aren't we?

MARY: Yeah.

(SHORT INTRO)

JACK: DA DA DA DA DA DUM DUM ... HAPPY EASTER.

QUART: HAPPY EASTER.

TB

ATX01 0021163

MARY: YOU'RE SO CUTE IN THAT OLD WHITE SUIT, HAPPY EASTER.

JACK: HEY, THAT'S NICE.

QUART: HAPPY EASTER.

MY OH ME, THERE'S SO MUCH TO SEE

AS YOU STROLL THE AVENUE

JACK: AND YOU GREET ALL THE FRIENDS YOU MEET

DON: HAPPY EASTER TO YOU.

JACK: Well, Don ... Don Wilson!

DON: Hello, Jack ... Hello, Mary.

MARY: Say Don, would you like to walk down Wilshire Boulevard
with us?

DON: I'd love to, Mary, but I'm on the other side of the street

JACK: Oh yes yes ... Lift your stomach, Don, here comes a bus...
See you later ... Come on, Mary.

(SOUND: FOOTSTEPS)

JACK: (HUMS) DA DA DA DA DE DA DUM DUM DUM .. DA DA DE DA...

Say, Mary, have you got a cigarette?

MARY: Oh sure, Jack, I have some right here in my -- Oh gee, I
forgot to put them in my purse.

JACK: Well, here's a drug store, I'll step in and get some.

MARY: Okay.

(SOUND: FEW FOOTSTEPS...DOOR OPENS WITH TINKLY BELL
DOOR CLOSIS..FEW FOOTSTEPS)

JACK: Oh Clerk?

BRYAN: (LISP) Yes sir..what can I do for you...razor blades,
shaving cream, Kleenex --

JACK: No no, I'd like to buy some --

BRYAN: Magazines, aspirin, sunglasses, Life Savers --

TB

ATX01 0021164

JACK: No no no, all I want is --

BRYAN: Alka Seltzer, Tootsie Rolls, writing paper --

JACK: I can't go into one store--Hold it, hold it, Mister.
As long as you're guessing and playing games...I'll give you a hint as to what I want...Now what do you do that relaxes you and gives you pleasure?

BRYAN: I take off my girdle, what do you do? (SILLY LAUGH)

JACK: ~~Well~~ ^{Well}..If you must know, I smoke a ~~N~~ Lucky -- a Lucky Strike.

BRYAN: Well, why didn't you say so..you want a pack of Lucky Strikes. ^{Jack. Yeah.} Here you are.

JACK: Thank you.

(SOUND: CASH REGISTER)

JACK: Goodbye.

BRYAN: Wait a minute...don't go yet.

JACK: Huh?

BRYAN: Aren't you going to open your pack of Luckies here?

JACK: Well...if you want me to..certainly.

(SOUND: PACK OF CIGARETTES BEING OPENED)

JACK: There you are..goodbye.

BRYAN: ^{Jack. Yeah.} Not yet..Aren't you going to take out a Lucky.

JACK: But--

BRYAN: I make all my customers do it.

JACK: Well..Okay.

ATX01 0021165

JACK: There.

BRYAN: See how the tobacco holds together...Luckies are made
from long strands of fresh, clean, good-tasting
tobacco. That's why Lucky Strikes are my favorite
brand.

JACK: Well, good good...and thank you for showing me..Happy
Weaster.

(APPLAUSE)

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS WITH TINKLY
BELL...DOOR CLOSES)

MARY: Jack, did you get the cigarettes?

JACK: Yes, yes...Come on, Mary, let's keep walking.

TB

ATX01 0021166

(SHORT INTRO)

QUART: NEVER SAW SUCH A LOVELY DAY...HAPPY EASTER.

MARY: HAPPY EASTER.

QUART: IT'S SUCH FUN JUST TO NOD AND SAY..HAPPY EASTER.

JACK: HAPPY EASTER.

MARY: MY OH ME, THERE'S SO MUCH TO SEE
AS YOU STROLL THE AVENUE.

JACK: AND YOU GREET ALL THE FRIENDS YOU MEET

ARTIE: HAPPY EASTER TO YOU.

JACK: Well..Mr. Kitzel!

(APPLAUSE)

JACK: Mr. Kitzel...it's nice running into you today.

ARTIE: A mutual pleasure, Mr. Benny...and how are you, Miss
Livingstone?

MARY: Oh, I'm fine, thank you.

JACK: Mr. Kitzel, you certainly look nice in those striped
pants, cut-away coat and top hat..

ARTIE: Thank you.

JACK: It's just right for Easter.

ARTIE: Oh thank you, but ^{you know} I am also wearing it for sentimental
reasons. ^{from the} This is the suit in what I got married.

JACK: Oh..when you got married, ^{little girl} Gee, that must have been
about twenty years ago.

ARTIE: Yes, funny how a little thing like that sticks with
you.

ATX01 0021167

JACK: Yes, yes.

ARTIE: Oh my, I'll never forget that ceremony. When they said, "If anyone has any objection to this marriage, speak now or forever hold your peace."

JACK: Yes?

ARTIE: A voice from the back hollered, "Don't marry her."

JACK: Oh my goodness, who was it?

ARTIE: Me, I'm a ventriloquist.

JACK: (L) Mr. Kitzel, you're joking.

ARTIE: Unfortunately.

JACK: Oh...Well, Mr. Kitzel, it was a pleasure running into you on Easter...but we've got to be moving along.

ARTIE: Goodbye, Mr. Benny.

JACK: Goodbye.

MARY: Goodbye, Mr. Kitzel.

ARTIE: Goodbye.

(APPLAUSE)

(SOUND: FEW FOOTSTEPS)

JACK: Ah, you know, Mary, it's always nice running into Mr. Kitzel. He seems so cheerful and -- Hey look, Mary, there's a photographer taking pictures of couples on the street.

MARY: Oh yes.

JACK: I'm gonna have him take our picture.

ATX01 0021168

MARY: Oh no, Jack...I'm not going to have a picture taken with you wearing that suit.

JACK: All right...I'll have one taken myself...Oh Mister... Mister.....

NELSON: YESSSSSSS.

(APPLAUSE)

JACK: I'd like to...I'd like to have my picture taken.

NELSON: Well, good....Just stand over there, Admiral.

JACK: I'm not Admiral Byrd..Now how would you like me to pose?

NELSON: Well, first I'd better line you up.....There, that does it....Now would you mind rolling your trousers up above the knee.

JACK: Why do you want to see my legs in the picture?

NELSON: No, but the less I get of that suit the better.

JACK: Now wait a minute, I've had enough insults from you.

NELSON: Hold still....I've got you in focus...Now open your mouth and smile.

JACK: Like this?

NELSON: Wider.....Wider.....Wider...

JACK: Why do you want my mouth open so wide?

NELSON: The less I get of that face the better, too.

JACK: Now cut that out... If you're a photographer, I'm a monkey's uncle.

ATX01 0021169

NELSON: Have a peanut.

JACK: Come on, Mary, I'll get my picture taken some other time.

(APPLAUSE)

(SOUND: FOOTSTEPS)

JACK: How a guy like that ^{well} expects people --

MEL: (WOLF WHISTLE)

MARY: Jack, roll down your pants leg.

JACK: (h, st) Oh, oh. Well, come on, Mary, we'll walk as far as LaBrea.

(SOUND: FOOTSTEPS)

SHELDON: Hoy bud...bud.

JACK: Huh?

SHELDON: Come here a minute.

JACK: Me?

SHELDON: Yeah.

JACK: Excuse me, Mary....Yes?

SHELDON: What ^{the hell} you doin'?

JACK: We're just strolling along in the Easter Parade.

SHELDON: How far you goin'?

JACK: To LaBrea.

SHELDON: That's fine.

JACK: What?

SHELDON: You said you was going to LaBrea and I said, "That's fine."

ATX01 0021170

JACK: *Wait*, Wait a minute....aren't you gonna try to talk me out of it?

SHELDON: Not me, this is my day off.

JACK: Oh...oh.

SHELDON: Well, Happy Easter.

JACK: Well, same to you....same to you....Come on, Mary.

MARY: What happened?

JACK: Nothing, it's all right, we can go to LaBrea....Come on.

(SOUND: FOOTSTEPS)

(SHORT INTRO)

MARY: NEVER SAW SUCH A LOVELY DAY...HAPPY EASTER.

QUART: (WHISTLES "HAPPY EASTER")

MARY: IT'S SUCH FUN JUST TO NOD AND SAY....HAPPY EASTER.

QUART: (WHISTLES "HAPPY EASTER"...CONTINUES WHISTLING RELEASE)

JACK: AND YOU GREET ALL THE FRIENDS YOU MEET

DENNIS: HAPPY EASTER TO YOU.

JACK: DENNIS:

(APPLAUSE)

MARY: Hello, Dennis.

ATX01 0021171

DENNIS: Hello, Mary.

JACK: Hey, Dennis, ~~are~~ you having a nice Easter?

DENNIS: Oh sure...I colored Easter Eggs all morning and then I hid them.

JACK: Uh huh.

DENNIS: And then I told my mother to go look for them.

MARY: Oh, that must've been fun.

DENNIS: ~~Oh~~, No, it was a mess...The eggs splattered all over my mother's new dress, her two nightgowns and six of my father's shirts.

MARY: Well, Dennis, where did you hide the eggs?

DENNIS: In the washing machine.

JACK: In the washing machine?

DENNIS: Yeah, it was awful.

JACK: Dennis...I don't understand this...colored Easter Eggs shouldn't splatter...How long did you boil them?

DENNIS:OHHHHH, BOIL THEM!

MARY: (LAUGHING) Dennis, Jack and I are walking down as far as LaBrea...would you like to join us?

DENNIS: Sure, I'm not stuck up.

JACK: Well, that's mighty decent of you.

MARY:Say, Dennis, while we're walking along, why don't you sing something?

DENNIS: Well, do you think it would be all right...I mean here on the street?

MARY: ~~Well~~, Sure....everybody feels good today....It's Easter, they're all singing.

DENNIS: Okay.

(DENNIS SINGS "EASTER PARADE")

ATX01 0021172

(FOREST FIRES) #2

JACK: Ladies and gentlemen, one tiny burning ember from a camp fire ... a lighted and discarded match or cigarette left to smolder or thrown from a car window can cause a frightfully destructive forest fire. So help prevent forest fires that destroy millions of acres of timberland... .. cripple watersheds ... and blast our natural resources that are so urgently needed. Remember, only you can prevent forest fires!

Thank you.

(APPLAUSE)

DON: Jack will be back in just a minute. But first, a word from the sweetheart of Lucky Strike.

ATX01 0021173

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 10, 1955

CLOSING COMMERCIAL

WILSON: Jack will be back in just a minute, friends, but
first let's hear that catchy Lucky Strike "Light-up
Time" tune again.

LIGHT UP TIME
JINGLE - #1 .21 sec.

SOUND: (TIC TOC - 5 beats)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time
For the taste that you like
Light up a Lucky Strike

GROUP: Relax!
(HUM GLISS)

SOLO & GROUP: It's Light Up Time.

WILSON: Yes sir, when it's light-up time for you, light up a
Lucky. You couldn't make a better choice! Here's
why. Lucky Strike is the cigarette of fine, light,
naturally good-tasting tobacco. And Lucky Strike is
the cigarette that's toasted to taste even better.
"Fine Tobacco" and "It's Toasted" - that adds up to
real, deep-down smoking enjoyment for you. So Be
Happy -- Go Lucky! Buy a carton and try 'em out.
When you light up, I'll bet you find a Lucky is the
best-tasting cigarette you ever smoked!

BB

ATK01 0021174

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 10, 1955

CLOSING COMMERCIAL (CONT'D)

LIGHT UP TIME

JINGLE - $\frac{3}{4}$.13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right Now!
(HUM GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

HB

ATX01 0021175

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 10, 1955

CLOSING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HORN GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

BB

ATX01 0021176

(TAG)

-21-

(SOUND: DOOR OPENS AND CLCSES)

ROCH: IS THAT YOU, BOSS?

JACK: Yes, Rochester, I'm back.

ROCH: HOW WAS THE EASTER PARADE?

JACK: Oh, wonderful, wonderful. Everybody was dressed so nice. I ran into so many people I know .. ~~but~~ You know, I walked so far my feet hurt.

ROCH: THEY DO?

JACK: Yes .. I think I'll soak them in some hot water. Bring me that big pan in the kitchen.

ROCH: I'M SORRY, BOSS, BUT SOMEBODY ELSE IS ALREADY USING THAT PAN.

JACK: Who?

ROCH: THE SOUND MAN, HIS FEET HURT WORSE THAN YOURS.

JACK: Oh yes Goodnight, folks.

(APPLAUSE)

ATX01 0021177

DON: The Jack Benny Show tonight was written by Sam Perrin,
 Milt Josefsberg, George Balzer, John Tackaberry, Hal
 Goldman, Al Gordon, and produced and transcribed by
 Hilliard Marks.

ATX01 0021178

ANNOR: Filter smokers! Here's the true tobacco taste you've been looking for. Filter Tip TAREYTON gives you all the full, rich flavor of TAREYTON'S famous quality tobacco... and real filtration, too! Filter Tip TAREYTON incorporates Activated Charcoal, reknowned for its unusual powers of selective filtration and used far and wide to purify the air we breathe, the water and beverages we drink. Look for the red, white and blue stripes on the package. They identify Filter Tip TAREYTON, the best in filtered smoking.

The Jack Benny Program was brought to you by the American Tobacco Company... America's leading manufacturers of cigarettes.

(J.B.N. 19)
PROGRAM #30
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"As Broadcast"

SUNDAY, APRIL 17, 1955

CBS

4:00 - 4:30 PM PST

(Transcribed - Feb. 2, 1955)

CAST: Jack Benny
Rochester
Don Wilson
Sportsmen
Bob Hope
Bea Benadaret
Shirley Mitchell
Mel Blanc
Joe Kearns

JO

ATX01 0021180

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 1955

-A-

OPENING COMMERCIAL

WILSON: THE JACK BENNY PROGRAM ... transcribed and presented
by Lucky Strike the cigarette that tastes better!

LIGHT UP TIME
JINGLE - #1 .21 sec.

SOUND: TIC TOC - 6 BEATS

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time
For the taste that you like
Light up a Lucky Strike

GROUP: Relax!
(MUM GLISS)

SOLO & GROUP: It's Light Up Time.

WILSON: This is Don Wilson, friends, and you know, the right
time for a Lucky is anytime you feel like enjoying a
really great cigarette. The right place? Well, that's
any place you happen to be at the time. It's true,
you can depend on a Lucky to give you better taste
everytime it's light-up time. That's because of the
truly fine tobacco that goes into every Lucky Strike
cigarette. LS/MFT -- Lucky Strike means fine tobacco
... tobacco that's light and mild and good-tasting.
And then that fine tobacco is toasted. Yes, before
that naturally good-tasting tobacco is made into Lucky
Strike cigarettes, IT'S TOASTED to taste even better.

(MORE)

JO

ATX01 0021181

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 1955

-B-

OPENING COMMERCIAL (CONT'D.)

WILSON: Cleaner, fresher, smoother! So, when you buy your next
(CONT'D.) pack or carton of cigarettes, remember:
Luckies taste better ... and Be Happy - Go Lucky!

LIGHT UP TIME
JINGLE #3 - .13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right Now!
(HUM GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

ATX01 0021182

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 1955

-C-

OPENING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE #2 - .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HUM GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time.

JO

ATX01 0021183

(FIRST ROUTINE)

-1-

(AFTER COMMERCIAL MUSIC UP AND DOWN)

DON: THE LUCKY STRIKE PROGRAM, STARRING JACK BENNY..WITH
MARY LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB CROSEY,
AND "YOURS TRULY" DON WILSON.

(APPLAUSE..MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN, TONIGHT JACK BENNY DOES ANOTHER
TELEVISION SHOW, BUT MEANWHILE LET'S GO BACK TO YESTERDAY
MORNING AT JACK'S HOUSE IN BEVERLY HILLS..ROCHESTER IS
JUST ENTERING THE KITCHEN TO PREPARE JACK'S BREAKFAST.

ROCH: (YAWNING) AH...GEE, I'M STILL SLEEPY...~~(YAWN)~~ ... I
BETTER GET MR. BENNY'S BREAKFAST STARTED...THE FIRST
THING TO DO IS LIGHT THE GAS.

(SOUND: SCRATCHING AND LIGHTING OF MATCH..AND
SMALL POP AS GAS LIGHTS)

ROCH: ...WELL, NOW THAT THE ROOM IS LIT UP, I BETTER TURN ON
THE STOVE...MR. BENNY IS SURE SENTIMENTAL..WE HAVE
ELECTRICITY IN THE HOUSE, BUT WE'RE NOT USING IT THIS
WEEK OUT OF RESPECT FOR FRANK REMLEY'S DEAR DEPARTED
UNCLE....WELL, I BETTER LIGHT THE STOVE.

(SOUND: STOVE LIGHTING)

ROCH: ~~THE~~ GOT HIS ORANGE JUICE IN THE REFRIGERATOR..AND THE
COFFEE IS ON..WHAT ELSE SHOULD I MAKE THE BOSS...OH YES..
LAST NIGHT HE TOLD ME THAT FOR BREAKFAST HE WANTED DOLLAR
SIZE PANCAKES...I DON'T MIND MAKING THE PANCAKES, BUT
IT'S SO MUCH TROUBLE PUTTING "E. PLURIBUS UNUM" ON 'EM
..WELL, THE GRIDDLE'S HOT, SO I'LL POUR ON THE BATTER.

(SOUND: SIZZLING SOUNDS)

(MORE)

JO

ATX01 0021184

ROCH: NOW ~~WELL~~ --OH-OH, I FORGOT TO TAKE THE COVER OFF POLLY'S CAGE.

(SOUND: COUPLE FOOTSTEPS..COVER OFF CAGE)

ROCH: GOOD MORNING, POLLY, DO YOU FEEL BETTER TODAY?

MEL: (SAD SICKLY MOANING SQUAWK.)

ROCH: I'M SORRY YOUR LITTLE STOMACH IS STILL UPSET.

MEL: (LITTLE MOAN AND BURP...MOANS AGAIN)

ROCH: HERE..LET ME LIFT YOU UP SO I CAN GET THE HOT WATER BOTTLE OUT FROM UNDER YOU....THERE WE ARE.

MEL: (FRIGHTENED SQUAWKS) MY BABY, MY BABY!

ROCH: NO NO, POLLY, JUST BECAUSE IT'S WARM DOESN'T MEAN IT'S AN EGG.

MEL: (CONTENTED SQUAWK)

ROCH: SAY, THE BOSS' DOLLAR SIZE PANCAKES ARE JUST ABOUT READY...HOLD STILL POLLY...LIFT YOUR HEAD UP..LOOK PROUD.. REMEMBER YOU'RE POSING FOR THE EAGLE ON THEM.....WELL, EVERYTHING WILL BE READY IN A FEW MINUTES AND I'LL--

(SOUND: DOOR BUZZER)

ROCH: COMING..COMING.

(SOUND: COUPLE OF FOOTSTEPS..SCREEN DOOR OPENS)

ROCH: OH, GOOD MORNING, MISTER MILKMAN.

KEARNS: Good morning, Rochester..How much milk this morning?

ROCH: TWELVE QUARTS.

KEARNS: And how much cream?

ROCH: FOUR PINTS.

JO

ATX01 0021185

KEARNS: ^{Now,} Let's see..that's twelve quarts of milk and four pints
of cream.

ROCH: UH HUH.

KEARNS: Well, give them to me, that's a great cow Mr. Benny has!

ROCH: IT SURE IS...WAIT A MINUTE, I'LL GET THE STUFF OUT OF THE
REFRIGERATOR FOR YOU.

(SOUND: COUPLE OF FOOTSTEPS..REFRIGERATOR
DOOR OPENS..CLINKING OF MILK BOTTLES)

KEARNS: You know, Rochester..it's against the city ordinance to
keep a cow in Beverly Hills.

ROCH: UH HUH.

KEARNS: Well, how does Mr. Benny get away with it?

ROCH: HE PAINTED STRIPES ON IT AND TOLD EVERYBODY IT ~~WAS~~ A PET
ZEBRA.....WEIL, HERE YOU ARE.

(SOUND: BOTTLE NOISES)

ROCH: SEE YOU TOMORROW.

(SOUND: DOOR CLOSES)

ROCH: NOW LET'S SEE..I BETTER CARRY MR. BENNY'S BREAKFAST UP TO
HIM...HAVE I GOT EVERYTHING ON THE TRAY?...I WONDER IF I
SHOULD BRING HIM THE MORNING PAPER OR NOT.. I BETTER
TAKE A LOOK AT IT FIRST.

(SOUND: RUSTLING OF PAPER)

ROCH: YEP, I CAN TAKE IT TO HIM. THE STOCK MARKET IS UP AGAIN.

(SOUND: TWO FOOTSTEPS..DOOR OPENS..MORE
FOOTSTEPS.. SUSTAIN IN B.G.)

JO

ATX01 0021186

ROCH: I'LL NEVER FORGET THAT DAY THE MARKET CRASHED IN 1929..
MR. BENNY CUT HIS THROAT... BUT LUCKILY THE IODINE HE
SWALLOWED CURED HIM...THAT WAS A BAD DAY ^{with} ~~FOR~~ THE BOSS..
THAT WAS THE TIME HIS HAIR TURNED GRAY...EVEN THE ONE AT
THE CLEANERS.

(SOUND: FEW FOOTSTEPS..DOOR OPENS)

JACK: Good morning, Rochester.

ROCH: BOSS, YOU'RE UP AND DRESSED ALREADY?

JACK: Yep..I got up a little early. *There's something*

ROCH: WELL, HERE'S YOUR BREAKFAST.

(SOUND: TRAY ON TABLE..SILVERWARE, CROCKERY,
ETC.)

JACK: Say, this looks real good, Rochester, and --
(DISAPPOINTED) Oh, look at those pancakes.

ROCH: WHAT'S WRONG?

JACK: No date on them!..Be a little more careful.

ROCH: I DON'T WANTA WIND UP IN ALCATRAZ FOR FORGING PANCAKES.

JACK: Oh stop..I just want my food to look appetizing..that's
all.

(SOUND: FOOD BEING EATEN..KNIFE & FORK, ETC.)

JACK: (SPEAKING AS THOUGH WITH FOOD IN MOUTH) But they are
delicious.

ROCH: HOW DID YOU SLEEP LAST NIGHT, BOSS?

JACK: Fine, Rochester..and what a dream I had..I dreamed I was
shipwrecked on a desert island.

ROCH: UH HUH.

JO

ATX01 0021187

JACK: And on this island there were nothing but girls..Hundreds of the most beautiful girls that you've ever seen.

ROCH: UH HUH.

JACK: What a dream! They formed a circle, and danced around me and made me their king.. Then night came.

ROCH:AND WHAT HAPPENED?

JACK: Suddenly a sign flashed on saying, "Please stand by, our picture has been temporarily interrupted."... I don't know...when I have dreams about cowboys, I always finish them... Oh, well.. ~~See~~ this coffee is delicious.

ROCH: IT'S THAT NEW INSTANT COFFEE.

JACK: Instant coffee?

ROCH: YEAH, MR. COLMAN SET IT ON HIS WINDOW SILL TO COOL AND IT WAS GONE IN AN INSTANT.

JACK: Rochester, you shouldn't have done that..By the way, how's Polly feeling this morning?

ROCH: ABOUT THE SAME AS LAST NIGHT..HER STOMACH'S STILL UPSET.

JACK: Why don't you give her an Alka Seltzer?

ROCH: I TRIED THAT, BUT THE BUBBLES KEEP KNOCKING HER OFF HER PERCH.

JACK: Well, just give her another hot water bottle, that usually fixes her up....You can take the tray, Rochester, it was really a very good breakfast.

ROCH: THANK YOU.

MEL: (OFF MIKE) LONG BIG MOOOOOOOOOO OF COW)

JO

ATX01 0021188

JACK: Shut up, you stupid Zebra.....What does she want to do,
get kicked out of Beverly Hills....You know, Rochester,
sometimes I think ~~that~~ - -

(SOUND: DOOR BUZZER)

ROCH: WANT ME TO ANSWER THE DOOR, MR. BENNY?

JACK: No, you take the dishes back to the kitchen, I'll go to
the door.

(SOUND: WALKING FOOTSTEPS..SUSTAIN IN B.G.)

JACK: (SING) When I'm worried and I can't sleep, I count my
money instead of sheep..and I fall asleep counting my
money.. da da da sa..

(SOUND: SEVERAL FOOTSTEPS..DOOR OPENS)

MEL: Good afternoon, Monsieur Benny.

JACK: Why, Professor LeBlanc...I didn't expect you...~~I~~ I
didn't know I was supposed to take a violin lesson today.

MEL: You are not....I came over ~~here~~ to talk to you.

JACK: Certainly, Professor...What is it?

MEL: Monsieur Benny..I have a chance to play first violin for
the Los Angeles Philharmonic Orchestra.

JACK: ~~Oh~~ That's wonderful, Professor. Is there anything I can do
to help?

MEL: Yes...Don't tell anyone I ever gave you violin lessons.

JACK: Oh, well, in other words, you want me to give you
character references.

MEL: Just tell them you don't know me at all.

JACK: But Professor Le Blanc...A word from me might be very
helpful. After all, I am a big star.

JO

ATX01 0021189

MEL: Monsieur Benny, in comedy circles you are considered one of the biggest laugh-getters in the country...Unfortunately, you are considered the same in music circles.

JACK: Hmm...Well, at least I can wish you luck.

MEL: Thank you, Monsieur Benny.

JACK: When will you give me my next ~~violin~~ lesson?

MEL: I am giving you no more violin lessons..we are through.. finished.

JACK: Well, Professor LeBlanc..I guess this is goodbye, *huh?*

MEL: Oui, Monsieur Benny..au revoir.

JACK: *(Cl)* Just a second, Professor...our association has been such a long one..and now it seems to be terminating..so I'd like to give you this extra money as a little bonus.

MEL: No thank you, Monsieur..I'd like to remember you just the way you are.

JACK: *you talked me into it,*
~~Oh~~...Well, *A* goodbye, Professor.

MEL: Goodbye, Monsieur Benny.

(APPLAUSE)

(SOUND: DOOR CLOSES)

JACK: Gee, I haven't practiced my violin in months..Well, I've got nothing to do today..Maybe I ought to start right now....

(CALLS) OH, ROCHESTER.

ROCH: (COMING IN) YES, SIR.

JACK: I'm going to do a little practicing..get me my violin.

ROCH: YOUR VIOLIN?...BUT BOSS, IT'S BROKEN.

JACK: Broken?

JO

ATX01 0021190

ROCH: YES, DIDN'T I TELL YOU?...LAST TIME YOU WENT OUT ON
PERSONAL APPEARANCES, YOU SENT YOUR VIOLIN BACK IN YOUR
TRUNK..AND WHEN I UNPACKED IT, I FOUND ~~ONE~~ IT WAS SMASHED.

JACK: My violin..smashed?

ROCH: YES, SIR..IT'S BROKEN TO BITS..YOU'LL NEVER BE ABLE TO
PLAY IT AGAIN.

JACK: Well, the express company will have to pay for it.

ROCH: OH, THEY'LL BE GLAD TO.

JACK: Never mind....And not only will the express company pay
for it, but so will the insurance company.

ROCH: WHAT DO YOU MEAN?

JACK: Well, don't you remember..when I told my agent I was going
to play on my personal appearance tour, he suggested I
take out accident insurance on my violin?

ROCH: NO, NO, BOSS, THAT WAS ON YOU.

JACK: On me?

ROCH: YEAH, DON'T YOU REMEMBER? THE BLUE CROSS TURNED YOU OVER
TO THE RED CROSS, AND THE RED CROSS DECLARED YOU A
POTENTIAL DISASTER.

JACK: Well, ^{heck with it,} send it out to be fixed right away...I want to *get it*
(SOUND: DOOR BUZZER)

ROCH: ~~SHALL I ANSWER IT?~~

JACK: ~~No, you take care of my violin..I'll answer it.~~
(SOUND: COUPLE FOOTSTEPS..DOOR OPENS)

JACK: Oh hello, Don..

DON: Hello, *Jack*

JO

ATX01 0021191

JACK: Hello, fellows.

QUART: HMMMM.

Jack: Oh, for heaven's sake,
DON: Jack, the Sportsmen are going to be busy the rest of the week so can you listen to the commercial now?

JACK: *Oh*, Sure, Don. Sure..Come on in the den. Would you like a cup of Colman --I mean coffee? How about you, fellows?

DON: *Oh* They haven't much time Jack, so we'll have to get right into the commercial. *Oh* I'm in a hurry, too.

JACK: *Well* How come?

DON: I've got to go to the doctor and have some X-rays taken.

JACK: X-rays? What's the matter?

DON: Well, you see, coming over here just now, when I crossed Sunset Boulevard, the traffic was very heavy and I think I swallowed an M.G.

JACK: ~~Oh~~.All right, Don, all right..I'll go along with your little joke. You can go to the doctor and have your X-rays..I'm sure if you swallowed an M. G., it must be causing you quite a bit of pain.

DON: Oh, that's not what's worrying me, Jack.

JACK: What?

DON: I want to find out if there was anyone in it.

JACK: ~~Oh, oh, oh~~...Well, Don..that's as far as I can go with your little fat whimsey..so let's hear the song instead.

DON: Okay, fellows, hit it.

(COMMERCIAL)

(APPLAUSE)

JO

ATX01 0021192

SYNCOATED CLOCK

Now,

HERE'S A CLOCK THAT WORKS ALL-RIGHT
IT WORKS ALL-RIGHT BUT NOT EXACTLY QUITE
INSTEAD OF GOING TICK TOCK TICK
THE CRAZY CLOCK GOES TOCK TICK TOCK

THE EXPERTS COME TO HEAR AND SEE
BUT NONE OF THEM CAN SOLVE THE MYSTERY
WE CALLED PROFESSOR EINSTEIN TOO
HE SAID "THERE'S NOTHING I CAN DO"

THE MAN WHO MADE IT RAVED AND RAVED
BECAUSE NOBODY COULD SAY WHY THIS SILLY CLOCK BEHAVED
THE HICKORY DICKORY WAY
IT HAS A SYNCOATED TICK, A STEADY RHYTHM, REALLY KIND O' SLICK
IT HAS A BEAT THAT WE ALL LIKE - AS PLEASING AS A LUCKY STRIKE
IT'S LIGHT UP TIME - LET'S LIGHT UP A LUCKY STRIKE
IT'S LIGHT UP TIME - ROUND AND FIRM AND FULLY PACKED
IT'S LIGHT UP TIME - BETTER TASTING THAT'S A FACT
SO LET'S LIGHT UP A LUCKY
PUFF ON A LUCKY STRIKE
THE SMOKE THAT YOU WILL LIKE

FOR THE TASTE THAT YOU WILL LIKE
COME LIGHT UP A GOOD OLD LUCKY STRIKE
IF WE JUST COULD FIND A RHYME
YOU KNOW WE'D SAY IT'S LIGHT UP TIME.

(MORE)

ATX01 0021193

SYNCOATED CLOCK (CONT'D)

L - S - L - S M - F - T

THAT'S THE CIGARETTE FOR YOU AND ME

ROUND AND FIRM AND FULLY PACKED

YOU KNOW IT'S TOASTED, THAT'S A FACT

LIGHT UP A LUCKY.

JG

ATX01 0021194

(SECOND ROUTINE)

-10-

JACK: ^{Hey, Don,} Don..Sportsmen, ^{that} that was wonderful...it will sound great on the show.

DON: ^{Uh,} ~~am~~ glad you like it, Jack... ^{Oh,} Say, before I run along, I was ^{just} thinking...if you're not doing anything, maybe we can play some golf this afternoon.

JACK: Oh, I'm sorry, Don, I've got a date, ^{you see,} Dennis Day and I are going ^{out} on a picnic.

DON: Just the two of you?

JACK: No, we're going with a couple of girls.

DON: Well, I hope you enjoy yourself...so long, Jack...

JACK: So long.

(SOUND: DOOR OPENS & CLOSSES)

JACK: Say...look what time it is...(CALLS).. OH, ROCHESTER?

(SOUND: DOOR OPENS)

ROCH: YES, MR. BENNY.

JACK: Did Dennis Day call?

ROCH: YES SIR. HE'S GOT A COLD AND HE WON'T BE ABLE TO GO ON THE PICNIC WITH YOU.

JACK: How do you like that...and I made a date with these two girls...Gee, I don't know what to ~~do~~ --

(SOUND: DOOR BUZZER)

JACK: Now who can that be...

(SOUND: COUPLE FOOTSTEPS...DOOR OPENS)

BOB: Hello, Jack.

JACK: ^{Hey,} Bob...Bob Hope!

(APPLAUSE)

JO

ATK01 0021195

JACK: ^{Melli} ~~See~~, it's good to see you, Bob...Come on in.

BOB: Okay, but tell me when twelve minutes are up, I only put a penny in your parking meter.

JACK: Don't worry, I'll validate your ticket...Come on in.

(SOUND: DOOR CLOSSES)

JACK: Gee, it's nice of you to drop in on me like this, Bob.

BOB: Well, this isn't exactly a social visit.

JACK: You mean...you have some business to discuss with me?

BOB: Yeah, Jack, I came over here about several big business deals.

JACK: What are they?

BOB: Well, I'd like you for a guest star on my television show, also my radio show, I want you to play a part in my next picture, and I need three quarts of Zebra milk.

JACK: Thanks, Bob...I appreciate your thinking of me...So you want me to do a picture with you, eh?

BOB: Yeah, Jack...and it's going to be a very exciting one. ^{You} You and I play the part of two oil prospectors down in Texas.

JACK: Say, that sounds good...~~By the way, you really do own some oil wells in Texas, don't you.~~

BOB: ~~That's right.~~

JACK: ~~Well,~~ Tell me something, Bob...Are the people down there really as rich as we keep hearing about?

BOB: ^{Oh,} They sure are...In fact, Texas is the only place in the world ^{where they} ~~that~~ send "Care" packages to Beverly Hills.

JO

ATX01 0021196

JACK: *Bob, it's true. Down there, Howard Hughes is declared a vagrant.*
~~Oh, stop..Care packages to Beverly Hills, ^{By the way,}~~

Bob, I meant to tell you. I read your book *"Have/Tux*

Will Travel." *I read that.*

That's \$3.50 for the cloth cover and \$1.00 for the paper cover. Jack, it's
BOB: ~~at your regular bookstore...~~ How did you like what

I wrote about you? *Jack?*

JACK: Well, it was very nice, Bob, but I felt that you could
have devoted more space to me, *in your book* considering the fact that
I'm responsible for your success in pictures.

BOB: How are you responsible for my success in pictures?

Hee,
JACK: If I hadn't been so lousey, you wouldn't have gotten
anywhere.

I feel for the little, no school. I want to tell you, Jack.
BOB: ~~Jack,~~ you shouldn't talk that way about yourself, *I think*
you're great in pictures. In fact, I think you're great
in everything you do.

JACK: Really, Bob?

BOB: Yes, and that's not just my opinion, it's also the opinion
of your writers who wrote this script.

JACK: Now wait a minute, Bob --

(SOUND: DOOR OPENS)

JACK: --my writers are very --

ROCH: EXCUSE ME, MR. BENNY, I DIDN'T---OH, HELLO, MR. HOPE.

BOB: Hello, Rochester.

JACK: Did you want to see me about something, Rochester?

ROCH: WELL, THE MAIL JUST CAME.

JACK: Anything important?

ROCH: JUST SOME CIRCULARS, SOME BILLS, AND A CARE PACKAGE FROM
HOUSTON.

JO

RTX01 0021197

JACK: Gee, Bob...you weren't kidding after all.

ROCH: MR. BENNY, IF THERE'S ANYTHING YOU WANT, I'LL BE IN THE KITCHEN.

JACK: Okay...

(SOUND: DOOR CLOSSES)

BOB: *Hey*, Now Jack, getting back to the picture...do you want to be in it with me?

JACK: I guess so...what is it going to be called?

BOB: The Road to Dallas.

JACK: Hey, wait a minute...you make all of ~~the~~ ^{your} Road pictures with Bing Crosby...how come he's not going to be in this one?

BOB: Well, as I told you, it's going to be made in Texas, and Bing is a little sensitive ^{around} about Texas since they turned him down.

JACK: Turned him down--for what?

BOB: He wanted to buy it.

No!!! Bob, look at it, I know...
JACK: ~~Just to mention, Bob~~..I know ^{that Owen, he's got a lot of} Bing is loaded...but how could any one man buy the State of Texas?

BOB: Gary's working now.

JACK: Oh yes...I forgot...Okay, Bob...it's a deal.

BOB: Good. Well, I guess I'll be running along.

JACK: So long, Bob, it was nice ~~of you to~~ ^{hey} wait a minute.

BOB: Huh?

JACK: Bob, you can do me a big favor if you're not doing anything this afternoon.

JO

ATX01 0021198

BOB: Not doing anything..I have a radio rehearsal, I have a script conference for my T.V. show..I have to go to a book store and autograph copies of "Have Tux, Will Travel"... I have to be interviewed for a fan magazine... and I have costumes fittings for my picture.

JACK: Oh, it's a shame you're so busy, Bob...You see, I have a date with two ~~girls~~ ^{new girls}

BOB: Where do we pick them up?

JACK: At their apartment, ^{new girls}. We're late now, so I'll call the girls and tell them that you're coming instead of Dennis Day.

(TRANSITION MUSIC)

BEA: Who was that on the phone, Mabel?

SHERLEY: It was Mr. Benny, Gertrude..He says Dennis Day can't come with us on the picnic.

BEA: That's too bad.

SHIRLEY: So he's bringing Bob Hope instead.

BEA: That's even worse.

SHIRLEY: What are you talking about?

BEA: Well, I know a girl who's been out with Bob a couple of times and she complained about that nose of his.

SHIRLEY: That's some nose he's got.

BEA: Yeah, but it can be very economical...With Bob a girl can get kissed and have her ears pierced at the same time.

SHIRLEY: ^{Well} Well, I'd still rather kiss Bob than Jack...I kissed him once and it was awful.

BEA: What's wrong with kissing Benny?

JO

ATX01 0021199

SHIRLEY: Well, with his eyes and those thick glasses, you feel like you're studying a blue-bottle fly under a microscope.

BEA: ~~You know something~~, you're right... Come on, let's finish wrapping the sandwiches.

SHIRLEY: Okay.

(SOUND: WRAPPING OF PAPER)

BEA: Hey...how come you're marking prices on the sandwiches?

SHIRLEY: If we have any left over, Jack takes them home and puts them in his machine.

BEA: Oh yes, I forgot...there, the lunch is all ready.

SHIRLEY: ~~Bob~~, I'm kind of excited about this date...How do I look?

BEA: Okay.

SHIRLEY: Are the seams in my stockings straight.

BEA: This one is, and this one is, but this one isn't.

SHIRLEY: Stop trying to be funny.

BEA: Okay, I'm sorry...Say, when we go on the picnic, how are we going to pair off?

SHIRLEY: I guess Bob and I should be with each other because we're the youngest.

BEA: What do you mean you're the youngest?

SHIRLEY: Well, I'm younger than you and Bob is younger than you.

BEA: You keep talking like that, Mabel, and I'll tell everybody about your first husband.

SHIRLEY: Oh no you won't.

JO

ATX01 0021200

BEA: ~~Oh yes I will, Mrs. John Wilkes Booth~~....Now come on,
let's stop arguing..we're supposed to wait in front of
the house.

SHIRLEY: Okay, I'm ready.

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS..
FOOTSTEPS DOWN COUPLE STEPS)

BEA: Gee, we got a real nice day for the picnic.

SHIRLEY: Oh, I gotta go back in.

BEA: Why?

SHIRLEY: I forgot the opener for the canned beer.

BEA: Don't bother, with Hope's nose we won't need one..Oh, *look*,
look, there they come down the block..wave to them, I
think they see us.

(FADE TO)

(SOUND: WALKING FOOTSTEPS)

JACK: Gee, it was real nice of you to come on this date with
me, Bob.

BOB: *Jack*, Don't worry, Jack, the pleasure is all mine.

JACK: Oh look...look..there are the girls we have the date
with.

BOB: Those...those...those?

JACK: ~~Now~~ Wait a minute..don't look so disappointed, Bob..
I'll admit they're not exactly chickens.

BOB: Oh, I don't know..the tall one has feathers growing
out of her neck.

JACK: Now look, Bob --

JO

ATX01 0021201

BOB: Jack..are you sure we're taking those two on a picnic?
JACK: Yes, why?
BOB: They look more like something you'd find at a picnic.
JACK: Look, Bob..please act nice..Come on, I'll introduce you.. (UP) Hello, Mabel..hello, Gertrude.
GIRLS: Hello, Jack.
JACK: I'd like you to meet a friend of mine..This is Bob Hope.
SHIRLEY: Hello Bob.
BEA: Hello, Bob.
BOB: Hello, GIRLS?
JACK: Look, it's getting late. ^{Now} Let's get started for the picnic.

SHIRLEY: Okay, where's your car?
JACK: The car's around the corner, but we're not using mine, we're in Bob's.
BEA: Oh, isn't that swell, Mabel..this time we can ride up the hills, too.
JACK: Yeah, let's get going.

(TRANSITION TO PICNIC MUSIC)

(SOUND: OUTDOOR NOISES..BIRDS..CRICKETS..
ETC..WALKING IN WOODS)

JO

ATX01 0021202

BOB: Hey, let's rest..I m getting tired.

JACK: Okay..there's a couple of nice places ^{where} ~~here~~ we can eat
our food...Here under this tree, or by that little
stream.

SHIRL: ^{Oh} Let's eat here under the tree, fellows, it's safer.

BEA: What do you mean it's safer, Mabel?

SHIRL: ^{Well} In case something starts chasing us, we can climb the
tree.

BEA: What's going to chase us?

BOB: Don't look at me.

JACK: Come on, let's not sit in the shade..let's get out in
the sun.

BOB: No Jack, it's nice right here.

JACK: Well, you kids can stay in the shade if you want to..
I'm getting out in the sun.

(SOUND: COUPLES FOOTSTEPS)

BEA: Gee, look at him..He really wants to get a sun tan..
He's taking off his coat, shirt, and hair.

BOB: ...Yeah, what a guy Benny is...He goes on a picnic to
Calabassas, gets a sun tan, and then tells everybody
he's been shipwrecked on a desert island surrounded by
a hundred girls.

JACK: What?

BOB: I've had that dream, too, with no interruptions.

JACK: All right...all right.. Now come on, ~~kids~~, let's have
some fun..let's go wading in this stream.

SHIRL: Okay, Jack..come on, Bob..Come on, Gertrude.

(SOUND: FOOTSTEPS...AND BABBLING OF A BROOK)

BB

ATX01 0021203

BOB: Boy, what slowpokes you are...I'm the first one to get my shoes and socks off.

BEA: (SOTTO) Hey, Mabel, look...look what funny feet he has.. only five toes.

JACK: Come on, let's get in the water.

(SOUND: SPLASHING NOISES)

BOB: Wow, this water is cold.

BEA: Yes, and the rocks are so sharp.

SHIRL: They hurt your feet.

JACK: Gosh, it doesn't bother me a bit.

BEA: Of course it doesn't hurt your feet...you've still got your shoes on.

BOB: He doesn't want to take them off, he'll wet his money.

JACK: Oh stop kidding.

SHIRL: ~~Hey look,~~ fellows...looka that frog.

MEL: (FROG CROAKS)

BOB: Yeah, there he goes.

(SOUND: SHORT SLIDE WHISTLE UP AND DOWN)

MEL: (FROG CROAKS)

BEA: Let's catch him.

SHIRL: Yeah, let's.

BOB: Okay, quiet now.

(SOUND: SLIDE WHISTLE UP AND DOWN)

MEL: (FROG CROAKS)

JACK: Look, if you want to catch him, you'd better---

(SOUND: SLIDE WHISTLE UP)

BEA: Where'd he go, where'd he go.

BB

ATX01 0021204

JACK: (MUMBLING WITH MOUTH FULL) Don't just stand there, pull him out....(REGULAR VOICE) This is silly, I'm getting out of here ~~and~~...Ooooooh, ooooooh....I'm slipping.

BEA: LOOK OUT, JACK --

(SOUND: SPLASH OF BODY IN WATER)

JACK: Help..help..I can't swim..I can't swim.

BOB: Well, try standing, the water's only three inches deep.

JACK: (SPLUTTERING AND SNEEZING) Come on, help me..(SNEEZES)
Build a fire. I'm getting a chill.

BOB: Okay, but I haven't got any matches.

SHIRL: I haven't got any.

BEA: I haven't got any either...how will we start the fire?

BOB: Why don't you try rubbing your legs together?

BEA: Why don't you forget you're a comedian..everybody else has.

JACK: Look, kids, I have my cigarette lighter here. I'll start the fire.

(SOUND: CIGARETTE LIGHTER STRIKING FIRE
CATCHING)

JACK: Ah, that's better.

SHIRL: Come on, let's eat..we can start with sandwiches while the weiners are roasting.

(SOUND: PSST OF BLER CAN BEING OPENED)

BOB: Ahhhhhhhh...Gee, this beer is good and cold.

EEA: You see, Mabel, I told you...we didn't need a can opener.

JACK: Pass me one of those sandwiches, please.

BB

BTX01 0021205

BOB: Here you are, Jack.

JACK: Thanks..Now let's all enjoy ourselves.

BEA: Yeah..we certainly have a beautiful sunny day for our picnic.

BOB: That's right..^{Hy}You know, Jack, it's funny.

JACK: What is?

BOB: Well, here we are, two comedians, and between us we must have told millions of jokes about how it rains in California when it really doesn't.

JACK: Yeah, but our listeners know that it's all in fun.

(SOUND: LIGHT THUNDER)

BOB: Sure, anyone who's ever been here knows it never rains in California.

(SOUND: LOUDER THUNDER)

JACK: Gee, if it did rain, what would be funny about telling all the jokes? ^{huh?}

BOB: That's the basic humor of the whole thing.

^{Jack} Jack (SOUND: REAL LOUD THUNDER AND HEAVY RAIN)

JACK: I'll have another chicken sandwich, Mabel.

BOB: So will I.

(SOUND: IT'S REALLY RAINING NOW)

BOB: You know, Jack, we should thank our lucky stars that we live in California.

JACK: Yeah...what a country...Well, it's about time we started back...shall we go get in the car?

BOB: ~~Let's~~ let's wait here till it floats by..we're downhill.

JACK: Okay. ^{Here she comes}

(SOUND: TERRIFIC THUNDER AND DOWNPOUR)

(PLAYOFF & APPLAUSE)

BB

ATX01 0021206

THE JACK BENNY PROGRAM
THE AMERICAN TOBACCO COMPANY
APRIL 17, 1955

DON: Ladies and gentlemen, Jack will be back in just a moment to tell you about his television program which goes on at 7:00 LPM, but first let's hear that catchy Lucky Strike "Light-up Time" tune again.

DON: Ladies and gentlemen, Jack will be back in just a moment to tell you about his television show which goes on immediately after this program, but first let's hear that catchy Lucky Strike "Light-up Time" tune again.

BB

ATX01 0021207

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 1955

CLOSING COMMERCIAL

LIGHT UP TIME .21 sec.
JINGLE - #1

SOUND: TIC TOC - 6 BEATS

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Relax!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time

WILSON: Yes sir, when it's light-up time for you, light
up a Lucky. You couldn't make a better choice!
Here's why. Lucky Strike is the cigarette of
fine, light, naturally good-tasting tobacco.
Lucky Strike means fine tobacco. And Lucky
Strike is the cigarette that's toasted. Yes,
IT'S TOASTED to bring Luckies naturally good-
tasting tobacco to its peak of flavor so that
it tastes even better. Cleaner, fresher,
smoother. "Fine tobacco" and "It's Toasted"
add up to real, deep-down smoking enjoyment for
you.

(MORE)

BB

ATX01 0021208

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 1955

CLOSING COMMERCIAL (CONT'D)

WILSON: (CONTINUED) So Be Happy, go Lucky! Buy a
carton and try 'em out. When you light up,
I'll bet you find a Lucky is the best-tasting
cigarette you ever smoked!

LIGHT UP TIME
JINGLE 3 $\frac{4}{3}$.13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right Now!
(HUM GLISS)

SOLO:
(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time

BB

ATX01 0021209

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 1955

-F-

CLOSING COMMERCIAL (CONT'D)

OPTIONAL

LIGHT UP TIME

JINGLE - #2 .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HUM GLISS)

SOLO:

(SPOKEN)

Light up a Lucky

SOLO & GROUP: It's Light Up Time

BB

ATX01 0021210

(TAG)

JACK: Bob, I want to thank you very much for appearing on my show tonight.

BOB: You're welcome, Jack. And don't forget....you promised to mention my picture.

JACK: Oh yes.. ladies and gentlemen.. Bob Hope can currently be seen in "The Seven Little Foys".. He also makes a personal appearance tonight in Chicago, Illinois.. and Gander, Newfoundland... Tomorrow night in Singapore and Guam.... And the following night in Casablanca and Pomona.... However, I can be seen tonight on television over the CBS network.... Goodnight, Bob... Goodnight, folks.

MEL: (MOOOOOOOOOO)

JACK: Oh, I'm sorry.. Goodnight, Mel.

(APPLAUSE & MUSIC)

DON: The Jack Benny Program tonight was written by Milt Josefsberg, John Tackaberry, Al Gordon, Hal Goldman and produced and transcribed by Hilliard Marks.

TAG

Jack: Ladies and gentlemen, I want to tell you about my new show. It's called "The Seven Little Foys". So tune in and watch it. Goodnight, Bob, Goodnight, folks.

BB

ATX01 0021211

HERBERT TAREYTON

HR 301F

Filter smokers! True tobacco taste...real filtration. famous TAREYTON quality...they're all yours when you smoke Filter Tip TAREYTON. Filter Tip TAREYTON gives you all the full, rich taste of TAREYTON'S quality tobacco and real filtration, too, because Filter Tip TAREYTON incorporates Activated Charcoal, renowned for its unusual powers of selective filtration. Look for the red, white and blue stripes on the package. They identify Filter Tip TAREYTON, the best in filtered smoking.

DON: The Jack Benny program was brought to you by the American Tobacco Company...America's leading manufacturer of cigarettes.

BB

ATX01 0021212

(J.B.N.#20)
PROGRAM #31
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"As Broadcast"

SUNDAY, APRIL 24, 1955

CBS

4:00 - 4:30 PM PDT

(Transcribed - Feb. 9, 1955)

CAST: JACK BENNY
ROCHESTER
DENNIS DAY
DON WILSON
HARRY SHEARER
JIMMY BAIRD
ARTIE AUERBACK
MEL BLANC
JOE KEARNS
VEOLA VONN
STEVIE WOOTEN
SAMMY WEISS

JC

RTX01 0021213

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 24, 1955

-A-

OPENING COMMERCIAL

WILSON: THE JACK BENNY PROGRAM....transcribed and presented
by Lucky Strike, the cigarette that tastes better!

LIGHT UP TIME
JINGLE - #1 .21 sec.

(SOUND: TIC TOC - 6 BEATS)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time
For the taste that you like
Light up a Lucky Strike

GROUP: Relax!
(HUM GLISS)

SOLO & GROUP: It's Light Up Time.

WILSON: This is Don Wilson, friends, and I certainly agree
there's no time like right now to light up a Lucky
and find out first hand what real, deep-down smoking
enjoyment is. I mean the enjoyment that comes from
better taste....because a Lucky tastes better every
time. And the reasons why are world famous. First
of all, LS/MFT, Lucky Strike means fine tobacco, so
fine, so light, so mild, it just naturally tastes
better. And then, something very important happens
to Luckies' fine tobacco. "IT'S TOASTED". "IT'S
TOASTED" is the famous Lucky Strike process that
brings Luckies' naturally good tasting tobacco to its
peak of flavor, tones it up to make it taste even
better. (MORE)

JG

ATX01 0021214

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 24, 1955

-B-

OPENING COMMERCIAL (CONT'D)

WILSON: Cleaner, fresher, smoother. So right now, while
(CONT'D) the show gets under way - or whenever it's light up
time for you, Be Happy - Go Lucky. Enjoy Lucky
Strike - the best tasting cigarette you ever smoked!

LIGHT UP TIME
JINGLE - #3 .13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right Now!
(HUM GLISS)

SOLO:
(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time

JC

ATX01 0021215

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 24, 1955

-C-

OPENING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HUM GLISS)

SOLO:

(SPOKEN)

Light up a Lucky

SOLO & GROUP: It's Light Up Time

JC

ATX01 0021216

(ORIGINAL SHOW)

-1-

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: THE LUCKY STRIKE PROGRAM, STARRING JACK BENNY ..
WITH MARY LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB
CROSBY, AND "YOURS TRULY" DON WILSON.

(APPLAUSE .. MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN...ONCE A WEEK THE BEVERLY HILLS
BEAVERS HAVE A MEETING TO DISCUSS MATTERS PERTAINING
TO THE GOOD AND WELFARE OF THE CLUB...AS WE LOOK IN
ON THEM NOW, ONE OF THEIR MEETINGS IS IN PROGRESS.

(SOUND: GAVEL ON WOOD SEVERAL TIMES)

HARRY: Now, the motion before the house is: Resolved that
the Beavers spend their treasury consisting of
thirteen dollars and seventy two cents on a party...
or....instead of a party we should put the money in
the bank and save it....

(SOUND: GAVEL ON WOOD TWICE)

HARRY: We will first hear arguments in favor of having the
party...You Jooy, may have the floor.

STEVIE: I think we should have the party because they're fur
...We all had a good time at our last party.

JIMMY: Yeah, but at this one - let's not have any girls.

HARRY: What are you talking about Jimmy...At the last party
the way you carried on with Kathie.

JIMMIE: She did all the carrying on Harry...I wanted to sit
with the rest of you fellows, but Kathie led me ^{into} ~~away~~
into a dark corner where the lights were low.

HARRY: Gee...what happened?

JC

ATX01 0021217

JACK: *Yes.* Yes, inconsequential.

STEVIE: (SPELLS) I-N-C-O-~~N~~--

JACK: I know how to spell it .. Now, look kids, don't get me wrong...I enjoy a good time too...I was young once myself... Why, I remember when I was a kid we used to have parties with girls and everything.

JIMMY: Gee, did they have girls in those days.

JACK: Certainly....Now look fellows, if you want to have a party, I'll show you I'm a good sport, we can have the party at my house.

STEVIE: Good...let's have it tomorrow.

HARRY: No, let's have it Friday.

JIMMY: Nah, let's have it Saturday.

JACK: Let's not rush into the party...Let's at least wait till it's somebody's birthday so we'll get something...How about that.

HARRY: Fine...I make a motion that we adjourn.

STEVIE: I second the motion.

(SOUND: BANG OF GAVEL FADE INTO:)

(TRANSITION MUSIC)

(SOUND: STREET NOISES AND WALKING FOOTSTEPS)

JACK: ~~Gee, it's a nice day...~~ I'm glad we got the meeting over early so I could walk home...I love walking through

~~Beverly Hills...Everything looks so nice...Oh, there's Howard Hughes' house...it's so high, it looks like it has snow on the roof...I wonder how much those ermine shingles cost...I think I'll take a short cut home and walk by this~~
~~bridle path...Gee, the boys were cute today discussing the~~
party.....

(MORE)

JACK
(CONT'D) I'll never forget the first party I ever attended when I was a kid...I met a girl there named Betsy, and boy, did I have a crush on her...and ~~then~~ after that party I never saw Betsy again....I understand she was busy making a flag or something.....Sometimes I think ~~that~~ *that* the....

(SOUND: HORSES HOOVES GALLOPING UP)

(NOT TOO FAST)

JACK: Oh, I better get out of the way of ~~that~~ *that* man riding up on the horse ~~there~~ *there*...

(SOUND: HORSE COMES CLOSER AND STOPS...)

ARTIE: Hello Mr. Benny.

JACK: Why, Mr. Kitzel.

(APPLAUSE)

JACK: *←* What are you doing on that horse, Mr. Kitzel?

ARTIE: *Ch* This I do occasionally for the exercise.

JACK: Well, it seems a pleasant way of working out.

ARTIE: Working out, yes, pleasant, no.

JACK: Why, what do you mean?

ARTIE: Well, when the horse is ~~going~~ *coming* down, I am going up, and when the horse is coming up, I am going down, and when we are coming together it is not exactly inconsequential.

JACK: ~~I know that you mean~~ *Look, Mr. Kitzel* Is this your horse?

ARTIE: No, I'm renting him occasionally from a riding academy... But he's a very ~~rough~~ *rough*...

(SOUND: SCUFFLING OF HORSES HOOVES NERVOUSLY)

MEL: WHINNIES...

ARTIE: Easy..Easy, Mendel. *steady*

Jack: Inconsequential?

Artie: I.N.C.C.....

Jack: I know how to spell it!!

ATX01 0021220

JACK: *Mr. Kitzel* The horse's name is Mendel?

ARTIE: Only when I'm riding him.

JACK: Oh, oh, oh. *I told you.*

ARTIE: Now, as I started to ~~say~~ *you know*, he's a very smart horse. *he's*
Just ask him, Mr. Benny
 been on television, in movies...everything. He does tricks.
 Ask him how much two and two is...

JACK: Okay...Tell me, Horsie--how much is two and two...

MEL: WHINNIES....

(SOUND: THUMP OF HOOF ON GROUND FOUR TIMES)

JACK: Gee, that's wonderful. He really is a smart horse.

ARTIE: *Yeah*...he earns about fifteen thousand dollars a year.

JACK: Say, that ain't hay.

ARTIE: To him it is.

JACK: Yeah...Gee, he's a nice looking horse. *huh?*

MEL: (WHINNIES LIGHTLY) *Jack: First time I've ever seen a horse with a mustache.*

JACK: You know, a horse is an amazing animal...here it's so huge *body*
 and tremendous...and yet the hair from its tail makes a
 thing as delicate as the bow for my violin.

MEL: FRIGHTENED ANGRY WHINNY...

ARTIE: *When, when, steady, steady, hey.*
~~Take it easy, take it easy~~, he didn't mean you personally.

JACK: Hamm.....

ARTIE: Well, I *you're galloping along*
~~better continue with my ride~~.

JACK: Okay, it was nice seeing you again, Mr. Kitzel.

ARTIE: Likewise I'm sure.

JACK: Goodbye.

ARTIE: Goodbye.....Hi Ho Mendel, Away.....

(SOUND: HORSES HOOVES GALLOPING OFF....)

(APPLAUSE)

BY

JACK: What a clever horse that was... Who'd ever think that
Mel Blanc could count up to four.. Well, I better be
getting home.

(TRANSITION MUSIC)

(SOUND: KEY IN LOCK...DOOR OPEN)

ROCH: (OFF) IS THAT YOU, MR. BENNY....

JACK: Yes, Rochester...

(SOUND: DOOR CLOSSES)

JACK: Any mail or phone calls?

ROCH: BOTH, WE GOT A BILL FROM THE PHONE COMPANY.

JACK: A bill from the phone company?

ROCH: YEAH, FOR THE MONTH OF MAY.

JACK: But this is only April.

ROCH: IT'S FOR 1954.

JACK: We paid that in August.

ROCH: THAT WAS ~~FOR~~ 1952.

JACK: What happened to 1953?

ROCH: THEY TOOK THE PHONE OUT.

JACK: What?

ROCH: ~~Remember~~ ^{Isn't the year} ^{Carroll} WE USED PIGEONS.

JACK: Oh yes... But I had to stop that. Everybody in Pershing
Square knew ~~what we were talking about~~ ^{my business}... Well, I think
I'll go in the library and read awhile.

ROCH: OH, I FORGOT TO TELL YOU...MR. WILSON IS HERE TO SEE YOU.

JACK: Don't ^{Wilson?} Where is he?

ROCH: ASLEEP IN THE DEN.

JACK: Asleep? Well, I'll go in and ~~talk~~ ^{see} to him...

(SOUND: COUPLE OF FOOTSTEPS...DOOR OPENS..)

DY

ATX01 0021222

DON: (SNORES LIGHTLY THREE OR FOUR TIMES)

JACK: Look at him lying there.... ^{It's} ~~this is~~ the only room I've
ever seen with wall to wall flab!Hello, Don.

DON: (SNORES ONCE)

ROCH: BOSS, HE MUST BE DREAMING ABOUT SOMETHING TO EAT, HE'S
GOT HIS THUMB IN HIS MOUTH.

JACK: What?

ROCH: RIGHT UP TO THE ELBOW.

JACK: Yeah.... I better take it out.... (GRUNTS TWICE)

(SOUND: LOUD SUCTION POP)

JACK: There... ..Gee, I wonder what he's dreaming about now...
Look at that smile on his face....

DON: (SNORES A COUPLE OF TIMES..THEN MUMBLES..) Ah, Ava....

~~(SNORES)~~:Ah, Marilyn.....(SNORES)Ah, Lana.....

JACK: Oh, the chubby little rascal....Look who he's dreaming
about.

DON: ~~(SNORES) Ah, Marilyn, Lana, Ava~~ ^{You girls are} ~~(SNORES) ... You're all~~
so beautiful....I can't help noticing your hands.

JACK: Hands?

DON: (SNORES) ^{Look the way you} ~~You all look so beautiful holding~~ those Lucky
Strikes.

JACK: ~~Commercial?~~ Commercial? Can't he even dream sustaining...For
heaven's sakes.

DON: (SNORES) LS (SNORES) MFT (SNORES) LS (SNORES) MFT ~~(SNORES)~~
...(SNORES) LUCKY STRIKE MEANS FINE TOBAC (SNORES) CO.

JACK: Gee, listen to that.

DON: ~~(SNORES)~~ And Lucky Strikes are Toasted, too. (SNORES)

JACK: I've never ^{go lucky} seen anyone sleep with such a happy smile...
^{chester} You know dreams are funny. Did I tell you about the
~~dream~~ I had last night?

ATX01 0021223

ROCH: NO... WHAT WAS IT? *You know,*
JACK: What a dream ~~about~~. I dreamed I was shipwrecked on a
desert island.
ROCH: UH HUH.
JACK: And on this island there were nothing but girls..Hundreds
of the most beautiful girls ~~that~~ you've ever seen.
ROCH: UH HUH.
JACK: What a dream! They formed a circle, and danced around me
~~and~~ made me their king.. Then night came.
ROCH:AND WHAT HAPPENED?
JACK: Suddenly a sign flashed on saying, "Please stand by, our
picture has been temporarily interrupted."... I don't
know...when I have dreams about cowboys, I always finish
them...Oh, well....

(SOUND: PHONE RINGS)

ROCH: WANT ME TO ANSWER THE PHONE, MR. BENNY?

JACK: Yes please, Rochester.

(SOUND: PHONE RINGS...TWO FOOTSTEPS...RECEIVER
OFF HOOK)

ROCH: MR. BENNY'S RESIDENCE....
OUR LAUNDRY IS FAST
OUR SERVICE IS GRAND.
WE DO YOUR SHEETS IN THE BENDIX
AND YOUR UNDIES BY HAND.....
ROUGH DRY ROCHESTER SPEAKING.

SAMMY: Hello Rochester -- I'd like to speak to Mr. Benny....This
is Sammy the Drummer.

ROCH: JUST A SECOND...(CALLS) OH MR. BENNY, IT'S FOR YOU...
IT'S SAMMY THE DRUMMER FROM YOUR ORCHESTRA.

DY

ATX01 0021224

JACK: *Oh*, Thanks.....Hello Sammy.

SAMMY: Say Jack, would it be okay if Charlie Bagby missed the band rehearsal tomorrow?

JACK: Why, what's the matter with Charlie?

SAMMY: Well, he hasn't recovered from the accident he had on the fishing trip we took to Lake Mead last week.

JACK: I didn't know he had an accident....what happened?

SAMMY: He fell off the boat and disappeared under the water.

JACK: Disappeared under the water?

SAMMY: *by the way*, we couldn't find him..we tried everything..we even baited a hook with a bottle of Old Crow hoping he'd bite on it.

JACK: That ought to have trapped ~~him~~ *Charlie*.

SAMMY: It didn't though, all we caught was Frank Remley.

JACK: Wait a minute -- Remley didn't fall in the water too, did he?

SAMMY: He wasn't even on the boat, he swam in from Los Angeles.

JACK: I knew he could do it... It's wonderful to see Frankie do the Australian Crawl across the Mojave Desert. Well, we'll try to rehearse without Bagby....So long, Sammy.

SAMMY: Goodbye.... Oh by the way, Jack, I want to thank you for lending me that the other night.

JACK: Oh, that's all right, Sammy... ~~But~~ the next time don't part it in the middle *you know*... So long.

(SOUND: RECEIVER DOWN)

~~JACK: Say Rochester, I'd like---where did he go.~~

~~DON: (ONE HEAVY SNORE)~~

~~JACK: I wasn't asking you.....(UP) Oh Rochester.~~

~~DY~~

ATX01 0021225

ROCH: (OFF) I'M IN THE KITCHEN.

JACK: Oh.

(SOUND: FOOTSTEPS...DOOR OPENS...AND NOW WE
HEAR LIGHT METALLIC NOISES)

JACK: What are you doing?

ROCH: I'M OILING THE GARBAGE DISPOSAL.

JACK: Why does it need oiling?

ROCH: BECAUSE WE'VE HAD IT FIVE YEARS AND HAVEN'T DISPOSED
OF ANYTHING.

JACK: Hmmm....Look Rochester -- that's the trouble with --

(SOUND: DOOR BUZZER)

ROCH: WANT ME TO ANSWER THE DOOR?

JACK: No, I'll get it.

(SOUND: WALKING FOOTSTEPS)

JACK: (SINGS) Oh, Mr. Sandman, let me finish my dream. The one
on the island. I'll keep it clean.. Da da da de --

(SOUND: DOOR OPENS)

Oh,
DENNIS: Hello Mr. Benny.

JACK: Oh, hello Dennis -- come on in.

(SOUND: DOOR CLOSES)

JACK: How you feeling, kid?

DENNIS: Fine...I came over to ask you a favor.

JACK: A favor?

DENNIS: Yes, I'm on my way to buy a new suit, and I thought, *maybe* you'd
help me pick one out.

JACK: Dennis, you're a grown man...surely you ought to know how
to pick out a suit for yourself.

DENNIS: Well, I don't.

DY

ATX01 0021226

JACK: You don't -- haven't you ever bought a new suit before?

DENNIS: Not since I worked for you.

JACK: Now wait a minute, Dennis, I pay you a good salary. What do you do with your money?

DENNIS: ^{ok} I've been saving it for a rainy day.

JACK: What?

DENNIS: In California that can break you.

JACK: Look, Dennis --

DENNIS: ~~In California~~ I had to float a loan.

JACK: Now cut that out....And stop with those jokes about rain in California. We need rain. If it didn't rain in California, what would happen to the crops?

DENNIS: What are you growing this year?

JACK: Rice....Now dry your feet and let me hear the song you're going to do on the show Sunday.

DENNIS: Yes sir.

JACK: Come on..you can accompany yourself on the piano in the den.

(SOUND: FOOTSTEPS...DOOR OPENS...)

DENNIS: Hey, when did you get that big overstuffed sofa.

JACK: That's Don Wilson...Now go ahead and sing.

(APPLAUSE)

(DENNIS AND ORCHESTRA DO SONG)

(APPLAUSE)

BY

ATX01 0021227

(SECOND ROUTINE)

JACK: ^{Dennis} ~~that song~~ ^{was very} good.

DENNIS: A lot you know about singing.

JACK: Oh, be quiet.

DON: I thought it was good, too.

JACK: Oh, Don.. Don, you're awake... You know, Don, I can't understand why you --

(SOUND: PHONE RINGS)

JACK: Hello.

MEL: (CHINESE) Hong too jong foo won tong lang-hee phoon.

JACK: The rice will be there tomorrow. Good bye.

(SOUND: RECEIVER DOWN)

JACK: ^{You know, Don,} Hmm... Now Don, as I was saying, I can't understand why you came over to my house to sleep.

DON: ^{Well,} Jack, that was ^{really} an accident. I came about something else.

JACK: Oh, what was it?

DON: Well, I read something in one of the trade papers that might interest you.. Twentieth Century Fox is making a big cinemascope picture and they're looking for ~~somebody~~

JACK: ^{Don, No, no Don, No, no, Jack,} A leading man, a leading man, a leading man, a leading man-- a

DON: ^{Jack} ~~he~~, they've already got a leading man. ^{leading man, a leading man...}

JACK: Oh, ~~oh~~

DENNIS: They wanted me but I didn't have a new suit.

JACK: Dennis, stop will you.

DON: ^{Oh,} Here Jack -- I brought the column over with me -- you can read it yourself.

BB

ATX01 002122B

JACK: Let's see....."Production is being held up on one of Fox's epics because the time of the picture is the early twenties and they are unable to locate a very vital prop.A nineteen twenty three Maxwell.....^{Mr.}Zanuck will pay handsomely to anyone who can supply such a car".....Oh boy that's the model I have.....A late nineteen twenty three Maxwell.....Am I in luck.

DON: What are you going to do?

JACK: I'm going right over there with my car.....(CALLS) Oh Rochester?

ROCH: (OFF) YES, MR. BENNY.....

JACK: (CALLS) Get the car....We're going over to Twentieth Century Fox Studios.

ROCH: FOX STUDIOS? WITH ~~PICTURES~~ ^{PICTURES} I THOUGHT WE WERE OUSHGA SPEELED.

JACK: It's not me they want--it's my car.....Come on, let's get going.

DENNIS ^{Jack} What about my suit?

JACK: We'll drop you off on the way to the studio.....Do you want to come too, Don?

DON: ^{Ch} No, I'll stay here and sleep.

JACK: Okay.....Come on Dennis.....Let's get in the car.

(SOUND: COUPLE OF FOOTSTEPS.....DOOR OPENS.....
FOOTSTEPS ON CEMENT)

JACK: Dennis, what kind of a suit do you want to get?

DENNIS: ^{W.C.} Something with two pairs of pants. I can wear them both at once like my friend does.

BB

ATX01 0021229

JACK: Your friend wears two pairs of pants at once? What's his name?

DENNIS: Mendel, he's a horse.

JACK: Oh yes, I met him this afternoon.

DENNIS: He counts better than I do.

JACK: *I know, I know... come on,*
~~All night, all night~~...get in the car.

(SOUND: LOUSY CAR DOOR OPEN, PEOPLE IN CAR,
DOOR SLAMS.)

JACK: Okay, start the car, Rochester.

ROCH: YES, SIR.

(SOUND: STARTER WHINES AND BLENDS INTO MEL
BLANC RUNNING THE GAMUT OF SNEEZES,
CHOKING, ETC...)

JACK: Hmmm, I wonder if this causes smog, or if smog causes this.... Try it again, Rochester.

ROCH: YES SIR.

(SOUND: WE DO THE MOTOR BIT AGAIN AND MEL
REALLY GOES CRAZY)

JACK: *I* - I wonder why it won't start.

ROCH: OH, OH, IT'S MY FAULT, MR. BENNY....I FORGOT TO PUT IN THE CLUTCH.

JACK: Hmrrrrrrrr...

(SOUND: DOOR OPENS....COUPLE OF FOOTSTEPS...)

JACK: Where are you going, Rochester?

ROCH: TO GET THE CLUTCH.

JACK: Now look--stop with the jokes, and start the car, *will you...*

ROCH: YES SIR.

(SOUND: DOOR CLOSSES.....STARTER....THEN MOTOR
CATCHES AND GOES...)

BB

ATX01 0021230

JACK: There, it's going.

(SOUND: LOUSY MOTOR GOING ALONG....AND LOUSY
BEEP OF HORN.....)

JACK: Now turn here Rochester, and then go straight down to Pico.

ROCH: YES SIR.

DENNIS: Say Mr. Benny -- look behind you-- there's a kid on a
bicycle hanging on the car hitching a ride.

JACK: What?...Look Sonny, that's the most dangerous thing anyone
can do. Didn't your parents tell you to be careful when
you're on your bike and never to hitch rides on cars! Now
let go.

(SOUND: CAR AND BEEP OF HORN)

ROCH: MR. BENNY, YOU SHOULD HAVE LET THAT KID KEEP HOLDING ON.

JACK: Why?

ROCH: I'M EMBARRASSED, HE JUST PASSED US.

JACK: Never mind--just drive.

ROCH: YES SIR.....

(SOUND: CAR PUTTING ALONG)

DENNIS: Hey, hey, look at that.

JACK: What?

DENNIS: Up in the sky...that blue and gray pigeon with the thing tied
to his leg.

JACK: ~~She~~...no wonder Claudette didn't come to my party last year.
She didn't get the invitation...Everybody from Pershing
Square was there, but no Claudette....~~On Rochester pull~~
~~in at that filling station on the corner.~~

BB

ATX01 0021231

ROCH: WHAT FOR?

JACK: I'm going to have the car filled with gas.

DENNIS: Oh boy, this is exciting.

JACK: Dennis, keep quiet.....And Rochester, after you get the car filled up, we'll drop Dennis off and then go to the studio.

(SOUND: MOTOR UP, AND INTO:)

(TRANSITION MUSIC)

(SOUND: CAR GOING ALONG....SUSTAIN IN B.G.)

ROCH: GEE BOSS, THE GATEMAN LET US DRIVE RIGHT INTO THE STUDIO WITH THE CAR.

JACK: Yeah, and he said he'd phone the producer, Mr. Kearns, to tell him we were coming.....That must be him over there signalling us to stop....

(SOUND: CAR COMING TO STOP)

JACK: *Pardon me,* Are you Mister Kearns?

KEARNS: *Oh,* Yes, are you the man with the car?

JACK: That's right--here it is.

KEARNS: *Oh,* Wait a minute, this won't do at all.....We want a Maxwell and on this car it says Lincoln.

ROCH: HE WAS THE FIRST OWNER.

JACK: Don't be so funny ~~Rochester~~--that's a Lincoln hub cap we found, Mr. Kearns...

KEARNS: *Oh...well,* Then why are you using it for a door.

JACK: *Can* It fits, it fits....~~This is~~ *It's* a 1923 Maxwell....

KEARNS: Oh yes, so it is, so it is....*Well,* Now Mr. Benny, let's get down to business....Will fifty dollars be alright.

BB

ATX01 0021232

JACK: Only fifty....Make it seventy five and it's a deal.

KEARNS: *Oh* ~~that~~ that's a lot of money for renting a car, seventy five dollars a day.

JACK: A day? I thought you wanted to buy it....Yes, I think fifty is a fair price.

KEARNS: Good.....Now, I'd like to ~~see~~ *hear* how the motor sounds.

JACK: Rochester, start the car again, *will you?*

ROCH: YES SIR.

(SOUND: STARTER STARTS AND MEL CHIMES IN AND

All right. That's good. SUSTAIN..)
KEARNS: *A* That's good.

JACK: By the way, Mr. Kearns--what are you going to use my car for?

KEARNS: Well, when the picture opens we see a shot of this car driving down the street, and Marilyn Monroe is sitting in it.

JACK: Marilyn Monroe!

(SOUND: MOTOR RACES RAPIDLY WITH INCREASING
SPEED AND THEN LOUD WHOOSH STEAM)

JACK: Rochester, the radiator blew its cap.....See if you can fix it.

KEARNS: *Well,* The motor sounds okay--you can turn it off.

(SOUND: MOTOR OFF)

KEARNS: Now Mr. Benny, if you'll just sign this paper, we'll consummate the deal.

JACK: Okay....but what else are you going to do with my car in the picture?

KEARNS: Well, in the final scene we're going to run it off a one thousand foot cliff.

BB

ATX01 0021233

JACK: My car....you're going to run my car off a cliff?

KEARNS: Yes, you mean it hasn't already been done?

JACK: Certainly not....And I can't agree to a deal like that..
this car has been with me so long, it's almost part of me....

Gee, If this car were run off a cliff...it would be like....
well, ~~like~~...like me being pushed off a cliff.

KEARNS: That's a deal you should discuss with Warner Brothers.

JACK: ~~Not~~...Well, your deal might not be too bad.. I think *that*
~~I~~ *might consider* ---

(SOUND: RUNNING FOOTSTEPS)

DON: (OUT OF BREATH) *Jack Oh, gosh,* Jack, Jack, I've looked all over for you.

JACK: Why *then?*

DON: Claudette Colbert got your invitation, ~~and~~ she'll be at
your party Saturday.

JACK: Well, *what do you know, The pigeon finally made it*
~~I hope she enjoys herself with the Beavers, they're~~
~~the only other ones that'll be there.~~

(APPLAUSE & PLAYOFF)

BB

ATX01 0021234

THE JACK BENNY PROGRAM
APRIL 24, 1955
FIRE ALLOCATION #1

DON: Ladies and gentlemen, tonight, through carelessness -
a fire could start - a fire that could claim your life
and the lives of your children. Don't let it happen!
Be on guard constantly against fire. Make sure every
match, every cigarette is put out. Always check the ash
trays before leaving the house or retiring for the night.
Observe all fire regulations! Remember, only you can
prevent fires!

Thank you.

(APPLAUSE)

DON: Jack will be back in just a minute, but right now, here's
a suggestion for you.

BB

ATX01 0021235

) THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 24, 1955

-D-

CLOSING COMMERCIAL

WILSON: Jack will be back in just a minute, but right now,
here's a suggestion for you.

LIGHT UP TIME
JINGLE - #1 .21 sec.

(SOUND: TIC TOC - 6 BEATS)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Relax!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time.

WILSON: That's a grand idea for a pleasant Sunday evening
at home -- or any time at all when you want to enjoy
a really great cigarette - just lean back and light
up a Lucky. Because every Lucky you light is sure
to give you better taste. And here's why: First,
Luckies are made of fine tobacco. Lucky Strike
means fine tobacco. Light, mild, naturally good-
tasting tobacco. And then, that tobacco is toasted.
"IT'S TOASTED" is the famous Lucky Strike process
that tones up Luckies' fine tobacco, brings it to
its peak of flavor, makes it taste even better.
Cleaner, fresher, smoother.

(MORE)

BB

ATX01 0021236

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 24, 1955

-E-

CLOSING COMMERCIAL (CONT'D)

WILSON: So right now, friends, or anytime at all when it's
(CONT'D) light-up time for you, make it a Lucky - the best
 tasting cigarette you ever smoked!

~~LIGHT UP TIME
JINGLE - #3 .13 sec.~~

~~(SHORT CLOSE)~~

~~SOLO & GROUP: For the taste that you like
 Light up a Lucky Strike~~

~~GROUP: Right Now!
 (HUM GLISS)~~

~~SOLO:
(SPOKEN) Light up a Lucky~~

~~SOLO & GROUP: It's Light Up Time.~~

3B

ATX01 0021237

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 24, 1955

-F-

CLOSING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME
JINGLE - #2 .20 sec.

GROUP: Light up a Lucky
SOLO: It's Light Up Time
GROUP: Be Happy Go Lucky
SOLO: It's Light Up Time
For the taste that you like
Light up a Lucky Strike
GROUP: Right Now!
(HUM GLISS)
SOLO:
(SPOKEN) Light up a Lucky
SOLO & GROUP: It's Light Up Time

BB

ATX01 002123B

(TAG)

VEOLA: Hold still, Mr. Benny.

JACK: (MUMBLES WITH PENCIL IN MOUTH) *Look, 1 --- But 2 ---*
~~But~~ I want to --

VEOLA: Please, Mr. Benny, don't talk till I'm finished taking
your temperature and your pulse.

DON: *Now look,*
Jack, you better not move or you'll disturb the splints.

JACK: How was I to know ~~that~~ when the car went over the cliff,
I'd have to be driving it... ~~what~~ some people won't do for
money. I think that's the silliest thing I ever --

(SOUND: PHONE RINGS..RECEIVER UP)

JACK: Hello....Oh, *Now wait a minute ---*
~~but really~~... Well, okay, I'll be there.

(SOUND: RECEIVER DOWN)

DON: Who was that? *Jack?*

JACK: Fox Studios. Tomorrow I do retakes. Goodnight, folks.

(APPLAUSE AND MUSIC)

DON: The Jack Benny Show tonight was written by Sam Perrin,
Milt Josefsberg, George Balzer, John Tackaberry, Hal
Goldman, Al Gordon, and produced and transcribed by
Hilliard Marks.

BB

ATX01 0021239

BEA: Pop the question? Why Mabel, how do you know? What happened? What did he say ~~anyway~~

(SOUND: BUZZER)

BEA: Tell me all about it.

SHIRL: Your switchboard is buzzing.

BEA: I won't answer 'til you tell me...Come on, Mabel, don't keep me in suspense...I'm getting all over goose-pimples.

(SOUND: BUZZER)

BEA: Don't hold out on me.. You've agitated my curiosity...tell me what --

(SOUND: BUZZER)

SHIRL: Gertrude, the switchboard.

BEA: Oh, okay.

(SOUND: PLUG IN)

BEA: Due to a strike, only emergency calls will be handled.

(SOUND: PLUG OUT)

BEA: Now Mabel, tell me what happened...What did he say to you?

SHIRL: He didn't say anything. He just kissed me.. and I felt so silly.

BEA: Why?

SHIRL: When he kisses me with those thick glasses on, I feel like I'm window shopping.

BEA: *Yeah* I know just what you mean.

SHIRL: You do?

BEA: Yeah...one time when he was kissing me, I saw my reflection in his glasses and I thought my mother was watching us...

~~Anyway, Mabel~~

DX

ATK01 0021241

(SOUND: THREE BUZZES, .FADING TO THREE CLICKS)

JACK: Operator...Operator...I want the mimeograph department...
What?...Well, when you get them, tell them to send the
scripts out to my house....Goodbye.

(SOUND: RECEIVER DOWN)

JACK: ~~HEY~~ Kids, there's nothing to do but wait, *O gues*.

(SOUND: DOOR FLUNG OPEN)

JACK: We won't be able to rehearse until --

HY: HOLD EVERYTHING, HOLD EVERYTHING, BENNY, I'M BACK.

JACK: Steve!

HY: Yeah, Benny, you wanted a baseball team and Bradley didn't
let you down.

JACK: *Hey* That's swell.

HY: *New* Just sign this contract and the team is yours for a
thousand dollars.

JACK: *Me* Good good.

(SOUND: PEN SCRATCHING)

JACK: There you are...Now what's the name of the team?

HY: The B.B.B.'s.

JACK: B.B.B.'s...What's that?

HY: Benny's Buxom Bloomer-girls.

JACK: Bloomer-girls?

HY: CERTAINLY, BENNY, I CAN SEE IT NOW...ALL OVER THE SPORTING
PAGE...PICTURES OF BOB HOPE AND HIS INDIANS....BING CROSBY
AND HIS PIRATES....JACK BENNY AND HIS BLOOMERS.

JACK: But Steve, you can't do this to me...I-~~Don't want to~~--

HY: SO LONG, BENNY, SEE YOU OUT AT THE FIELD.

(SOUND: DOOR SLAMS)

FE

ATX01 0021242

JACK: STEVE...STEVE...How do you like that...A girls team...
I ~~am~~ got a mind to --

DENNIS *Ok*, Mr. Benny...Mr. Benny --

JACK: What?

DENNIS: Your slip is showing.

JACK: Oh, quiet. Imagine a girl's baseball team.

(APPLAUSE & PLAYOFF)

PE

ATX01 0021243

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 1, 1955

Opening: 1.36 Closing: 1.32
Total: 3.08

CLOSING COMMERCIAL

WILSON: Jack will be back in just a minute, but right now, here's
a suggestion for you.

LIGHT UP TIME
JINGLE #1 - .21 sec.

(SOUND: TIC TOC - 6 BEATS)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light Up a Lucky Strike

GROUP: Relax!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time

WILSON: That's a grand idea for a pleasant Sunday evening at
home.-- or any time at all when you want to enjoy a
really great cigarette -- just lean back and light up a
Lucky. Because every Lucky you light is sure to give you
better taste. And here's why: First, Luckies are made
of fine tobacco. Lucky Strike means fine tobacco. Light,
mild, naturally good-tasting tobacco. And then, that
tobacco is toasted. "IT'S TOASTED" is the famous Lucky
Strike process that tones up Luckies' fine tobacco, brings
it to its peak of flavor, makes it taste even better.
Cleaner, fresher, smoother. Result: Lucky Strike, the
best tasting cigarette you ever smoked!

(MORE)

DH

ATX01 0021244

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 1, 1955

-E-

CLOSING COMMERCIAL (CONTD.)

WILSON: So right now, friends, or anytime at all when it's
(CONT'D) light-up time for you -- Be Happy - Go Lucky! Make
your cigarette - better tasting Lucky Strike!

LIGHT UP TIME
JINGLE - #3 .13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right Now!
(HUM GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

RM

ATX01 0021245

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK PENNY PROGRAM
MAY 1, 1955

-F-

CLOSING COMMERCIAL (CONT'D.)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 .20 sec.

GROUP: Light up a Lucky
SOLO: It's Light Up Time
GROUP: Be Hoppy Go Lucky
SOLO: It's Light Up Time
For the taste that you like
Light Up a Lucky Strike
GROUP: Right Now!
(HUMS GLISS)
SOLO: Light up a Lucky
(SPOKEN)
SOLO & GROUP: It's Light Up Time

RM

ATX01 0021246

DON: Ladies and gentleman, here is an important message from the United States Forestry Service: Picnic time and camping time have frequently become disaster time. A lighted match or cigarette carelessly discarded -- the burning embers of a campfire -- often start forest fires that destroy watersheds and burn millions of acres of timber that is vitally needed to build America's strength. When you're in the woods do your part to prevent forest fires. Be sure every campfire ... every match ... every cigarette ... is out. Remember: Only you can prevent forest fires.

Thank you.

(APPLAUSE)

DON: Jack will be back in just a moment to tell you about his television show which goes on immediately after this program, but right now, here's a suggestion for you.

DON: Jack will be back in just a moment to tell you about his television program which goes on at 7:00 PM, but right now, here's a suggestion for you.

JG

ATX01 0021247

(TAG)

JACK: Well, Rochester, I've got to rush over to the studio and do my last television show of the season.

ROCH: YES, I KNOW...SAY, BOSS, USUALLY ON YOUR LAST SHOW YOU SEND OUT TICKETS TO ALL YOUR FRIENDS.

JACK: I did this time, Rochester. Everyone I know is going to be in that audience except Mr. Scarlotti.

ROCH: MR. SCARLOTTI, WHO'S HE?

JACK: My fourth violin teacher, may he rest in ~~peace~~....

Anyway, folks, I'll see you in a few minutes on my television show and next week again on radio.

(APPLAUSE AND MUSIC)

DON: The Jack Benny Program tonight was written by Milt Josefsberg, John Tackberry, Al Gordon, Hal Goldmen, and produced and transcribed by Hilliard Marks.

~~The Jack Benny Program is brought to you by the American Tobacco Company - America's leading manufacturer of cigarettes.~~

JG

ATX01 0021248

HERBERT TAREYTON

HR 305F

(Jingle) Get true tobacco taste in a filter tip cigarette
 The easy-drawing Filter Tip Tareyton Cigarette
 The pearl-gray Charcoal filter tip cigarette
 Smoke Filter Tip...Tareyton
 Take your cue from the Red, White and Blue on the
 package
 Smoke Filter Tip Tareyton.

ANNOUNCER: Yes, you'll really enjoy true tobacco taste when
 you smoke Filter Tip Tareyton, the cigarette with
 the pearl-gray activated charcoal filter. Try
 Filter Tip Tareyton.

DON: The Jack Benny program was brought to you by the
 American Tobacco Company...America's leading
 manufacturer of cigarettes.

DH

ATX01 0021249

(J.B.R.12)
PROGRAM #33

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"As Broadcast"

SUNDAY, MAY 8, 1955

CBS

4:30 - 5:00 PM PST

(Transcribed - May 9, 1954)

CAST: Jack Benny
Rochester
Dennis Day
Bob Crosby
Don Wilson
Sportsmen Quartet
Lois Corbett
Verna Felton
Shirley Mitchell
Stuffy Singer
Harry Shearer
Tiger Fafara
Mel Blanc
Artie Auerback

JO

RTX01 0021250

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 8, 1955

Opening: 1.12 Closing: 1.08

Total: 2.20

OPENING COMMERCIAL

WILSON: THE JACK BENNY PROGRAM....transcribed and presented
by Lucky Strike, the cigarette that tastes better!

LIGHT UP TIME
JINGLE #1 .21 sec.

SOUND: (TIC TOC - 6 Beats)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time
For the taste that you like
Light up a Lucky Strike

GROUP: Relax!
(HUM GLISS)

SOLO & GROUP: It's Light Up Time

WILSON: This is Don Wilson, friends. I hope that the very
next time it's light-up time for you, you'll get
the enjoyment that comes with lighting up a Lucky.
Because Luckies taste better. A Lucky tastes better
because it's made of fine tobacco. Fine, mild
good-tasting tobacco. And then that fine tobacco is
toasted. It's toasted ... to taste better. "IT'S
TOASTED" - the famous Lucky Strike process tones
up Luckies naturally mild, good-tasting tobacco
to make it taste even better. Cleaner, fresher,
smoother. So Be Happy - Go Lucky!

MG

ATX01 0021251

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 8, 1955

OPENING COMMERCIAL (CONT'D)

LIGHT UP TIME
JINGLE - #3 . 13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right Now!
(HUM GLISS)

SOLO:
(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time

MG

ATX01 0021252

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 8, 1955

OPENING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 .20 sec,

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HUMS GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

ATK01 0021253

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: THE LUCK STRIKE PROGRAM, STARRING JACK BENNY...WITH MARY
LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB CROSBY, AND
"YOURS TRULY" DON WILSON.

(APPLAUSE..MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN...EVERY SPRING, AS SOON AS THE WARM
WEATHER STARTS IN CALIFORNIA, JACK BENNY AND HIS GANG TAKE
A DAY OFF AND GO OUT TO THE BEACH..AS WE LOOK IN ON JACK'S
HOME, HE AND ROCHESTER ARE PREPARING FOR THIS ANNUAL PICNIC.

JACK: Rochester, have you got everything?

ROCH: I THINK SO, BOSS.

JACK: Towels? Bathing Caps? Sun Tan Oil?

ROCH: UH UH.

JACK: Did you pack enough lunch?

ROCH: I PUT IN SOME SANDWICHES, POTATO SALAD, PICKLES, CELERY,
OLIVES, AND SIXTY HARD-BOILED EGGS.

JACK: Sixty?...How come we've got so many hard-boiled eggs?

ROCH: DON'T YOU REMEMBER...YOU WERE FASTER THAN ANY OF THE KIDS
ON EASTER MORNING.

JACK: Oh yes...I guess I was pretty lucky...Now Rochester..I
wonder if we should fill the thermos bottle with orange
ade or lemonade.

ROCH: I'D SUGGEST LEMONADE..THAT'LL MIX WITH ANYTHING.

JACK: Look, we're just going to have soft drinks..the musicians
aren't coming this time. There'll be just my gang and the
kids from the Beverly Hills Beavers Club.

JO

ATX01 0021254

ROCH: BOSS, YOU'VE BEEN RUNNING THAT BEAVERS CLUB A LONG TIME,
HAVEN'T YOU?

JACK: Yes, sir...the club remains the same, but the kids come
and go.

ROCH: MR. BENNY, DO YOU EVER HEAR FROM ANY OF THE ORIGINAL
MEMBERS?

JACK: Yep...one of them's Vice President Nixon now...if I'm ever
in Washington, I must look him up, he left owing fifteen
cents in dues...Now Rochester, I want to take along my
swim fins and diving mask so I can practice spear fishing.
Maybe you'd like to try it out this afternoon.

ROCH: NO THANKS...I DON'T WANT TO GO DOWN THERE...I MIGHT RUN
INTO A SHARK, OR AN OCTOPUS.

JACK: You mean if you had your knife and your spear, you'd still
be afraid of an octopus?

ROCH: YES, SIR.

JACK: Why?

ROCH: BOSS, THERE'S SOMETHING ROMANTIC ABOUT HAVING TWO ARMS
AROUND YOU, BUT THE MOOD CHANGES AS THE NUMBER INCREASES.

JACK: Lock, ^{Rochester} there's nothing to be afraid of...An octopus always
gives warning by putting out an ink-like fluid.

ROCH: YEAH, BUT IT WOULD BE JUST MY LUCK TO RUN INTO ONE OF THOSE
PAFERMATE KIND THAT'S LEAKPROOF.

JACK: Now that's silly.

ROCH: SILLY OR NOT, I DON'T WANT ANYTHING TO DO WITH ANY
OCTOPUSSES.

JO

ATX01 0021255

JACK: All right, Rochester, but for your information, the plural..the plural of octopus is not octopusses...it's octopi.

ROCH: UH HUH.

JACK: And you shouldn't be afraid of them. They're completely dumb, unintelligent creatures.

ROCH: UH HUH.

JACK: They have no reasoning powers at all...They operate completely on instinct.

ROCH: UH HUH.

JACK: Believe me, Rochester...they're more afraid of you than you are of them.

ROCH: YOU SOLD ME, BOSS, BUT WHO'S GONNA SELL THE OCTOPI!

JACK: Did you ever have Octopi Ala Mode? That's the silliest thing I ever thought of.. I just thought of it....Look, Rochester, forget it..you finish the packing, I'm going to call Bob Crosby and see if he's ready to go to the picnic.

(SOUND: COUPLE FOOTSTEPS..RECEIVER UP, DIALING
THROUGH FOLLOWING)

JACK: I don't know why I bothered to tell Rochester that the plural of octopus is octopi...He isn't going to hang around for more than one, anyway..I don't know why he's so --

(SOUND: RECEIVER UP)

BOB: Hello?

JACK: Hello, Bob. Oh, Bob, this is Jack..What time do you want to leave?

JO

ATX01 0021256

BOB: Well, it's eleven now..I'd like to get going before noon.

JACK: Okay, then, you pick me up...So long.

BOB: ~~Good~~bye.

(SOUND: RECEIVER DOWN)

SHIRLEY: Who was it, Bob?

BOB: ~~It~~ ^{Oh that} was Jack. He wanted to know if we were ready.

SHIRLEY: Well, I've got everything packed.

BOB: Good..And June, I think I'll take along an extra pair of swimming trunks for Jack...You know, I don't want him to embarrass everybody like he did in Palm Springs.

SHIRLEY: Well Bob, that wasn't altogether Jack's fault..Don't you remember, he forget his and had to borrow one.

BOB: ~~Well~~ All right...so he borrowed a suit from Mary, but did he have to wear the top?

SHIRLEY: (LAUGHS) Yeah...didn't he look silly?

BOB: And not only that, honey, ^{but} you should have heard him trying to explain his tan to the boys in the steam room.

SHIRLEY: (LAUGHS) By the way, Bob...who's going to the beach?

BOB: Oh, Jack is taking the Beavers and ~~his~~ ^{the} whole gang.

SHIRLEY: Oh...Is Dennis Day coming again?

BOB: Yes ^h, Oh you're not still mad at him from last year, are you?

SHIRLEY: Certainly I am..What a stupid kid.

BOB: Yeah, but ^{June, he} ~~June~~ ---

SHIRLEY: Imagine him coming up to me and saying.. "The last one in the water is a rotten egg."..I was in over my head before I realized I still had my clothes on..It was awful.

JO

ATX01 0021257

BOB: *Oh*, Dennis is always pulling that trick... Well, if I'm going to pick Jack up in my car, I better call Don Wilson and ask him to pick Dennis up.

(SHORT TRANSITION MUSIC)

LOIS: Oh, Donald, Bob Crosby just called... you're supposed to pick up Dennis.

DON: (OFF) Okay... I'll be out in a second, Lois... I'm trying on my new bathing suit.

LOIS: Well, hurry, dear... I've got the lunch packed, the towels and everything else.

(SOUND: DOOR OPENS)

DON: Well, here I am... How do I look?

LOIS: *Oh*, They look fine.. turn around.

DON: Okay... These are Catalina swim trunks.

LOIS: I know... From the back you look like Avalon.. You know, Really, dear, you should go on a diet.

DON: *Oh*, But Lois, you know I've tried everything to lose weight... I even went to that psychiatrist last week... He gave me every kind of test, ~~and~~ then he said my tendency toward obesity was caused by my psychosomatic obsessions which might be terminated by prefrontal lobotomy provided my alter ego repressed my subconscious porcine tendencies.

LOIS: My goodness! What does that mean?

DON: I eat like a pig.

JO

ATX01 0021258

LOIS: Well, you do over-eat, Don..and not only is it making you heavy, but it's wearing out your teeth...Anyway, ^{dear} you really ought to ~~do~~ ---

(SOUND: DOOR BUZZER)

LOIS: Well, now who can that be?

DON: ~~are~~ ^Probably the Sportsmen Quartet. They're going to ride to the beach with us.

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS)

DON: Hi, fellows.

QUART: HMMMMMMMM.

DON: ~~Are~~ you all ready to go to the beach?

JO

ATX01 0021259

QUART: BY THE SEA, BY THE SEA
BY THE BEAUTIFUL SEA
YOU AND I, YOU AND I
OH HOW HAPPY WE'LL BE
WHEN EACH WAVE COMES A ROLLING IN
WE WILL DUCK OR SWIM
AND, WE'LL FLOAT AND FOOL AROUND THE WATER
OVER AND UNDER AND THEN UP FOR AIR
WITH A SMALL DAB OF GLUE
BENNY WON'T LOSE HIS HAIR
WE LOVE TO BE BESIDE THEIR SIDE
BESIDE THE SEA, BESIDE THE SEA SIDE
BY THE BEAUTIFUL SEA
PISMO BEACH, PISMO BEACH
THAT'S WHERE WE WANT TO BE
WITH AN L AND AN S IS ~~13~~ MF.- FT,
ROUND AND FIRM AND SO FULLY PACKED
YES SIR, IT'S A FACT
THAT A LUCKY STRIKE IS BETTER TASTING
LIGHT UP A LUCKY, THEN PUFF AND COMPARE
SEE HOW WELL IT IS MADE
AND WE KNOW YOU'LL DECLARE
I HAVE THE SMOKE I LIKE
A BETTER TASTING LUCKY STRIKE
BESIDE ME, BY THE BEAUTIFUL SEA
BESIDE THE SEA SIDE, BY THE BEAUTIFUL SEA.

(APPLAUSE)

JO

ATX01 0021260

(SECOND ROUTINE)

-8-

JACK: Rochester..carry all the stuff out in front of the house so we'll be ready as soon as Bob Crosby comes by.

ROCH: OKAY...BY THE WAY, MR. BENNY..YOU KNOW YOU SAID I CAN HAVE TONIGHT OFF..AND I'D LIKE TO GO TO THE MOVIES.

JACK: That's right..what about it?

ROCH: WELL, YESTERDAY WAS PAY DAY AND YOU FORGOT TO PAY ME.

JACK: Oh..that's right..I'm sorry about that, Rochester..I'll write you out a check right now..Do you think they can cash it at the movie?

ROCH: BOSS, THEY CAN CASH MY ~~BAT~~ CHECK AT THE POPCORN STAND.

JACK: Never mind..Now let's get this stuff out in front of the house. ^{and} I'll help you.

(SOUND: FOOTSTEPS..DOOR OPENS..FOOTSTEPS GOING DOWN COUPLE STEPS..THEN ON CEMENT)

JACK: All of it..That's it. Now let's pile it all up here by the curb...Do we have everything, Rochester?

ROCH: LET'S SEE WHAT'S HERE..THE THERMOS JUG, LUNCH BASKET, PLATES, TOWELS, EXTRA BATHING SUITS.

JACK: And we ~~we~~ got the bathing caps, ^{the} swim fins, surfboard, beach umbrella.

ROCH: PORTABLE STOVE, COFFEE POT, AND BEACH CHAIRS.

JACK: Yeah..Gee, it makes quite a pile here on the sidewalk.

ARTIE: (COMING IN) Mr. Benny...they're evicting you?

JACK: Why, Mr. Kitzel.

(APPLAUSE)

JACK: ^A No, no, Mr. Kitzel....I m not being evicted..we're just preparing to go to the beach.

ARTIE: Oh, that sounds pleasant.

JACK: ^V Why don't you join us?

BA

ATK01 0021261

ARTIE: *Oh*, This I'd love to do..but I'm on my way to the baseball game..and I'd rather watch a ^{base}ball game than anything else.

JACK: Oh, I didn't know you were a baseball fan.

ARTIE: A fan? I used to play professionally.

JACK: No kidding..what position did you play?

ARTIE: Pitcher..I was known as Christie Kitzel.

JACK: Well, I'll be -- so you were a baseball pitcher.

ARTIE: You know, I'm surprised you never heard of me..In my last game I established a record, I pitched a no-hitter.

JACK: A no hitter! *Artie: Yeah.* Gosh, *base* that's wonderful..what was the score?

ARTIE: Twenty-six to nothing, we lost.

JACK: You lost? *Artie: Yeah.* But, Mr. Kitzel, you said you pitched a no-hitter.

ARTIE: I did, but hoo hoo hoo hoo, did I walk them.

JACK: Oh, I see what you mean. *eyes.*

ARTIE: Well, I ~~had to dash~~ *got to dash* along to the ^{base}ball game...I don't want to be late...Goodbye, Mr. Benny.

JACK: Goodbye, Mr. Kitzel. Goodbye.

(APPLAUSE)

JACK: Gee, I'm sorry he couldn't come to the beach with us.

ROCH: YEAH, HE'S ALWAYS A LOT OF FUN..SAY, MR. BENNY, WHO ARE THE KIDS FROM THE BEAVERS GOING TO THE BEACH WITH?

JACK: *Well*, They're going to meet over at Dennis's house..and Don Wilson is picking them all up...Gee, I hope the kids won't be late.

(TRANSITION MUSIC OR FADE)

Hurry:
~~TIGER~~ Come on, fellows, let's hurry. *Tiger: Yeah,* I don't want to be late on my first outing with the Beavers.

BA

ATX01 0021262

HARRY: Don't worry, Tiger, we won't. *Tiger:* Gosh, it was awful nice of Mr. Benny to plan this day at the beach for us.

STUFFY: Yeah, we're lucky kids, having a great man like Mr. Benny coach us..He's a champion at everything.

TIGER: Maybe today at the beach he'll teach me to swim. Is Mr. Benny a good swimmer?

HARRY: He's the best swimmer in the whole world..He told us he even swam the English Channel.

TIGER: ...So what..lots of people have *swam* ~~swim~~ the English Channel.

HARRY: Under water?

TIGER: ...Did Mr. Benny tell you that?

HARRY: Sure, he's told us lots of things.

STUFFY: *Like -* Like during his college days, when he was at Yale, he defeated the entire Harvard swimming team all by himself.

TIGER: Gee, if he was that good when he was young, why didn't he get on our Olympic team?

STUFFY: I don't know..I guess they just didn't have Olympics in those days.

TIGER: I can't believe that Mr. Benny is such a fast swimmer... Remember we saw him swimming in his pool the other day and he looked awful slow.

HARRY: Well, it's hard to swim with all your clothes on.

TIGER: Why was Mr. Benny in the pool with his clothes on?

STUFFY: Dennis Day came over to him and yelled "Last one in is a rotten egg."

~~TIGER: Oh.~~

HARRY: You know, I told my father about Mr. Benny teaching Johnny Weismuller to swim and Dad said he probably also taught him the Tarzan yell.

BA

ATX01 0021263

Why? did
STUFFY: ~~Why~~ did your father ever hear Mr. Benny scream like that?

HARRY: *Well*, Sure..lots of times.

TIGER: What does your father do?

HARRY: Oh, he works for the Income Tax Department.

TIGER: You know, my parents weren't going to let me go today until I told them we had a grown-up going with us.

HARRY: Yeah, and they don't have to worry..Mr. Benny takes real good care of us when we go to the beach..He sees that we behave *that we* and don't play too rough and that we never eat anything that might make us sick.

STUFFY: Yeah..only today I kinda wish ~~that~~ he'd let me take a chance and buy a frankfurter at one of the stands.

HARRY: Me too..I'm tired of those peanut butter sandwiches he always brings, and they cost more than hot dogs, too.

STUFFY: Yeah..say, we better walk a little faster..we don't want to be late getting to Dennis Day's house.

(APPLAUSE)

(TRANSITION MUSIC OR FADE)

VERNA: Dennis, I've got the lunch all ready for you.

DENNIS: Oh, thank you, Mother.

VERNA: Now have you got everything else?

DENNIS: Yes, Mother..my swimming trunks, towel and my beach umbrella.

VERNA: Good..remember what I told you..I want you to sit in the shade of the umbrella all the time.

DENNIS: Must I, Mother?

VERNA: Yes, Dennis..enough people are saying you've been out in the sun too long already..And that reminds me, do you have enough sun tan oil?

BA

ATX01 0021264

DENNIS: Oh, yes, I ~~have~~ ^{have got} a whole bottle.

VERNA: Good..and this time, remember..rub it on, don't drink it.

DENNIS: Okay..Gee, Mother, I do wish you were coming to the beach with us.

VERNA:Q I do, too.. mainly out of curiosity..You know, I've never seen Benny in a bathing suit..He must be awfully thin.

DENNIS: Yeah, when he puts on a bathing cap, he looks like a plumber's friend..Well, ^{fin} I'm ready to go now..You know, Mother, I remember once you and dad took me to the beach when I was a little boy.

VERNA: Remember the fun we had?

DENNIS: Uhhuh..and remember the games we played?

VERNA: Yes..remember how we buried you in the sand?

DENNIS: Yeah, and the next day the cop made you come back and dig me up again.

VERNA: Yes..that's how the expression first started.

DENNIS: Oh, what expression?

VERNA: Dig that Crazy Kid..Look Dennis, you still have some time before Don Wilson gets here..Why don't you sing a song for me?

DENNIS: All right, ^{Mother,} I'll do the one I'm going to do on Mr. Benny's show next Sunday.

(APPLAUSE)

(DENNIS'S SONG "SORRENTO")

(APPLAUSE)

BA

ATX01 0021265

(SOUND: CROWD NOISES...AND BEACH SOUNDS...WAVES,
ETC...SUSTAIN IN B.G.)

KIDS & GANG: (AD LIB) "WOW, THIS IS FUN...HERE COMES ANOTHER WAVE...
DON'T SPLASH ME ANYMORE...ETC.

JACK: All right, gang. All right, kids...all right, everybody
....another five minutes in the water and then we'll all
have to come out.

BOB: Yeah, we ought to build the fire before it gets too dark.

HARRY: Hey, what a clear day! You can see all the way out to
Catalina. There's Avelon.

JACK: That's Don Wilson...Don, don't float out too far.

DON: (OFF) I won't.

DENNIS: Gee, Mr. Benny, this picnic is real fun...only you should
have invited more girls.

JACK: *Well,* Who, for instance?

DENNIS: Well...the two C.B.S. telephone operators.

JACK: Gee, I didn't think of them. You know, they came along
last year...They're real fun, *too,*...especially that Mable
Flapsaddle.

DENNIS: *Yeah,* Yeah...every time you threw that stick into the water,
she'd bring it back in her teeth.

JACK: Yeah..and the money she'd save on towels..she *always*
shakes herself dry...All right, now..come on, everybody
out of the water...out of the water, everybody.

(SOUND: SPLASHING, ETC.)

DON: *Oh boy* Let's start *a* ~~the~~ fire, let's start *a* ~~the~~ fire..I'm hungry.

HARRY: I brought a *ball* ~~bat~~ and *bat* ~~ball~~...why don't we play some baseball
first to dry off. *Now*

JACK: Hey, that's a good idea...The Beavers and I will play *baseball*.
I'll play against the rest of you guys.

BOB: Okay..we'll be up first...*James,* *with* ~~you~~ *you* umpire.

SHIRLEY: Okay, *Bob.*

ATX01 0021266

JACK: All right, all right Beavers..get out ⁱⁿ ~~on~~ the field, I'll pitch.

DON: I'll bat first...I'm ready, Jack.

HARRY: Come on, Mr. Benny..put it right over the plate.

JACK: Okay..here goes.

SHIRLEY: ...Ball one.

JACK: Hmm.

HARRY: Come on, Mr. Benny..put it right over the plate.

SHIRLEY:Ball two.

JACK: Hmmm.

HARRY: Mr. Benny, Mr. Benny, put it right over the plate.

JACK: Okay.

SHIRLEY:Ball three.

HARRY:Mr. Benny, this time see if you can reach the plate.

JACK: Don't worry, Harry, I'm just warming up...Here goes.

(SOUND: SLIGHT PAUSE..THEN CRACK OF BAT ON BALL..

SLIDE WHISTLE GOING UP)

JACK: I've got it, I've got it.

(SOUND: DESCENDING SLIDE WHISTLE ENDING WITH

CRACK ON COCONUT OR TEMPO BLOCK)

JACK: ^{Coach,} Ohhhhh....Now I bet I'll have a black eye.

DENNIS: Wait till I tell my Mom about this, it'll make her Mother's Day perfect.

JACK: Oh, don't be so smart...And that's enough baseball for now..Let's all get dressed and then we'll start the fire.

(TRANSITION MUSIC)

CB

ATX01 0021267

JACK: Okay..everybody bring all that drift wood here, and pile it in the center.

(SOUND: SCRAPING AND DUMPING OF WOOD, ETC)

JACK: Now, I'll start the fire..I ~~was~~ got the matches.

BOB: *Yeah* But Jack, we've just got wood..no paper to start it with.

JACK: Hmm..that's right...Look around for some paper, kids.

DENNIS: Hey, we can start it with this..I just found some dry seaweed.

JACK: ...Dennis, give me that, it slipped off my head..Now go find some paper.

HARRY: I found a bunch, Mr. Benny..here you are.

JACK: Oh, thanks, Harry..Now ~~to~~ put the wood over it.

(SOUND: CRUMPLING OF PAPER AND SHIFTING OF WOOD)

JACK: ~~And~~ *Now* light it.

(SOUND: SCRATCHING OF MATCH LIGHTING AND FIRE LIGHTING.

JACK: Boy, the fire will be going in just a few minutes so get your marshmallows ready.

SHIRLEY: *Hey* Wait a minute, fellows..who's this man coming towards us?

JACK: Where?..Oh, yeah.

MEL: (MOOLEY) Well, what's going on here..Are you fellows having a picnic?

JACK: Yes, yes.

MEL: That ain't much of a fire you got there.

JACK: Hmm.

MEL: You'll never cook anything on that.

JACK: Look, Mister --

CB

ATX01 0021268

MEL: You're supposed to cross the sticks when you build a fire
and leave room for ^{the} air under there.

JACK: Look, don't tell me how to build a fire. I used to be a
Boy Scout.

MEL: With that seaweed on your head, you look like Father
Neptune.

JACK: Look, fellow, this is a private party.

DENNIS: Mr. Benny, I can get rid of him.

JACK: Dennis, keep out of this..Now, Mister, why don't you go
away and leave us alone?

MEL: What's the matter? It's a free beach. I can go wherever
I want to.

DENNIS: Mr. Benny, ^{I'm} I'm sure I can get rid of him.

JACK: Well..all right, Dennis..go ahead and try.

DENNIS: Okay..(UP) LAST ONE IN IS A ROTTEN EGG.

(SOUND: RUNNING FOOTSTEPS..BIG SPLASH IN WATER)

JACK: (COUGHING) Doggone, I fell for it again..(YELLS) Hey kids,
put more wood on the fire, I ~~was~~ got to dry my clothes.

(APPLAUSE & PLAYOFF)

CB

ATX01 0021269

ATK01 0021270

(J.B.N. #21)
PROGRAM #32
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"As Broadcast"

SUNDAY, MAY 1, 1955

CBS

4:00 - 4:30 PM PDT

(Transcribed Feb. 13, 1955)

CAST: Jack Benny
Rochester
Dennis Day
Don Wilson
Sportsmen Quartet
Artie Auerback
Bea Benedit
Shirley Mitchell
Hy Auerback
Jeanette Eymann

RM

ATX01 0021271

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM

-A-

MAY 1, 1955

OPENING COMMERCIAL

WILSON: THE JACK BENNY PROGRAM...transcribed and presented
by Lucky Strike, the cigarette that tastes better!

LIGHT UP TIME
JINGLE -#1 - .21sec.

(SOUND: TIC TOC - 6 BEATS)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Relax!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time

WILSON: This is Don Wilson, friends, and I certainly
agree there's no time like right now to light up
a Lucky and find out first hand what real,
deep-down smoking enjoyment is. I mean the
enjoyment that comes from better taste ... because
a Lucky tastes better every time. And the reasons
why are world famous. First of all, LS-MFT,
Lucky Strike means fine tobacco.
Tobacco so fine, so light, so mild, it just
naturally tastes better. And then, something very
important happens to Luckies' fine tobacco.

(MORE)

BA

ATX01 0021272

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM

-B-

MAY 1, 1955

OPENING COMMERCIAL (CONT'D)

WILSON:
(Cont'd)

"IT'S TOASTED". "IT'S TOASTED" is the famous

Lucky Strike process that brings Luckies'

naturally good-tasting tobacco to its Peak of

flavor, tones it up to make it taste even

better.

Cleaner, fresher, smoother. So right now, while

the show gets under way -- or whenever it's

light-up time for you, Be Happy - Go Lucky.

Enjoy Lucky Strike -- the best tasting cigarette
you ever smoked!

LIGHT UP TIME

JINGLE - #3 .13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right Now!
(HUM GLISS)

SOLO:
(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time

RA

ATX01 0021273

THE AMERICAN TOBACCO COMPANY
THE JACK BENNY PROGRAM
LUCKY STRIKE
MAY 1, 1955

OPENING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 - .20 Sec

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right now!

(HUM GLISS)

SOLO: Light Up a Lucky

(SPOKEN)

SOLO & GROUP: It's Light Up Time

JG

ATX01 0021274

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: THE LUCKY STRIKE PROGRAM, STARRING JACK BENNY, WITH MARY LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB CROSBY, AND "YOURS TRULY" DON WILSON.

(APPLAUSE..MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN, TONIGHT JACK BENNY DOES HIS LAST TELEVISION SHOW OF THE SEASON - BUT MEANWHILE LET'S GO BACK TO YESTERDAY. IT'S SPRING AGAIN...AND AS WE TAKE YOU OUT TO JACK'S HOME IN BEVERLY HILLS, WE FIND ROCHESTER UP IN THE ATTIC BUSY WITH THE SPRING CLEANING.

(SOUND: SCUFFLING SOUNDS)

ROCH: WELL...I GOT ALL THE MAGAZINES STACKED UP...NOW I'LL MOVE THIS BOX OVER AND --- HELLO, WHAT'S THIS?...HMMM...I NEVER SAW THESE BEFORE...A BUNDLE OF MR. BENNY'S OLD LOVE LETTERS ..I WONDER IF I SHOULD--NO, I'D BE A HEEL IF I READ THEM.. BUT...NOBODY WOULD KNOW I'M A HEEL BUT ME...AND I AIN'T GONNA TELL ANYBODY...I THINK I'LL OPEN THIS PINK ONE FIRST.

(SOUND: RUSTLING OF PAPER)

WELL, LOOK AT THIS...(READING)... "MY DARLING BLOSSOM BOY".. I'VE BEEN THINKING OF YOU ALL DAY...I STILL THRILL TO THE MEMORY OF HOW YOU SAID GOODNIGHT TO ME AND CRUSHED ME IN YOUR POWERFUL ARMS"..(Powerful arms?..That can't be the boss.)..."I KNOW HOW EXCITED YOU MUST BE ABOUT HAVING BEEN ELECTED CAPTAIN OF OUR SCHOOL FOOTBALL TEAM, BUT I CAN'T GET OVER YOUR RELUCTANCE TO TALK ABOUT IT..YOU'RE SO MODEST" ..(Modest? That can't be the boss)...

(MORE)

CB

ATX01 0021275

ROCH: "WE SURE HAD FUN CELEBRATING YOUR ELECTION AT THE ICE CREAM
(CONT'D) PARLOR...AND WASN'T IT LUCKY ~~THAT~~ I HAD MY PURSE WHEN YOU
DISCOVERED YOU FORGOT YOUR MONEY."...THAT'S MY BOSS!.....

~~"THANK YOU FOR INVITING ME TO GO TO THE JUNIOR PROM WITH
YOU ON FRIDAY NIGHT, BUT I'D BETTER MEET YOU ON THE CORNER
...YOU SEE, DADDY IS VERY ANGRY WITH YOU AND IN A WAY I
DON'T BLAME HIM...I KNOW THAT BUSINESS IS BUSINESS, BUT WHY
DID YOU HAVE TO FORECLOSE ON OUR HOUSE?...AND ANOTHER
THING --~~

(SOUND: DOOR OPENS)

JACK: (COMING IN) Oh Rochester...when you finish up here in the
attic, I ^{hey,} What are you doing with those old letters?

ROCH: I'M PUTTING THEM AWAY.

JACK: Rochester, have you been reading my old love letters?

ROCH: OH NO, BOSS, NOT ME.

JACK: Well then, put them away and straighten up this pile of
books in the corner.

ROCH: OKAY, BLOSSOM BOY.

JACK: Oooooochhh...so you have been reading them.

ROCH: JUST ONE OF THEM, BOSS..THE ONE THAT'S SIGNED ELOISE.

JACK: (THINKING) Eloise?...Oh, yes, Eloise Stanley..Rochester,
you should have seen her...Long golden curls..Big brown
eyes...rosy cheeks..dimples..and when she smiled, she was
the silliest looking dame you ever saw...Now come on, let's
finish straightening the attic. ^{Put that} Put that carton on top of
the trunk.

ROCH: YES SIR. (GRUNTS ONCE)

(SOUND: SCUFFLING SOUNDS)

CB

ATX01 0021276

ROCH: HOW ABOUT PUTTING THE -- BOSS, WHAT ARE YOU LOOKING AT?

JACK: This old picture album..most of them were taken when I was a kid.

ROCH: OH YEAH.

(SOUND: PAGE TURNS)

ROCH: SAY..WHO'S THAT MAN IN THIS PICTURE HERE..A RELATIVE?

JACK: *No*, No, he was my first violin teacher..may he rest in peace...
And oh look..here's a picture of me taken when I was two years old..Look at me lying there in bed hugging that big teddy bear.

ROCH: YEAH..DOGGONE, IT'S ALMOST AS BIG AS THE ONE YOU SLEEP WITH NOW.

JACK: Not quite.

(SOUND: PAGE TURNS)

JACK: And this is my sister Florence.

ROCH: WHO'S THAT ON THE OTHER PAGE?

JACK: *Oh*, That's my second violin teacher...may he rest in peace..oh look..here's a picture of my graduating class in grammar school.

ROCH: GEE, THEY SURE ARE A NICE LOOKING BUNCH OF KIDS..WAIT A MINUTE BOSS, I DON'T SEE YOU.

JACK: *Well*, I took the picture, *See* I had a little photography business on the side..and look..here's a picture of our house in Waukegan.

ROCH: ~~THE~~ SURE IS A NICE PLACE..WHO'S THE MAN STANDING OUT IN FRONT

JACK: *Oh*, He's my third violin teacher.

ROCH: ..(PAUSE)...IS HE RESTING IN PEACE?

CB

ATX01 0021277

JACK: I don't know, he ran away and joined the Foreign Legion...
And Rochester..here's a picture of--

(SOUND: DOOR BUZZER OFF)

JACK: Oh, that must be some of my gang..we're going to rehearse
here today.

ROCH: YOU WANT ME TO COME DOWN AND TAKE NOTES?

JACK: *No*, No, I think there'll be a lot of changes in the script, so
I asked my secretary, Jeanette Eymann to come over...See
you later.

(SOUND: FOOTSTEPS DOWN STEPS..THEN NORMAL WALKING..
SUSTAIN IN B.G.)

JACK: Gee, seeing all those pictures reminds me of the very first
violin concert I gave before an audience of ~~thousands~~ *of*
people...may they rest in peace..what memories.

(SOUND: DOOR BUZZER..LOUDER AND CLOSER THIS TIME)

JACK: COMING..COMING.

(SOUND: FEW FOOTSTEPS..DOOR OPENS)

JACK: Oh, hello, Dennis.

DENNIS: Hello, Mr. Benny. (GIGGLES)

JACK: *Well* What are you giggling about, kid?

DENNIS: *Well* This morning I went out in my yard and *and* caught a gopher.

JACK: *Well* Why should that make you laugh?

DENNIS: I got him in my shirt and he tickles.

JACK: Dennis! You've got a gopher inside your shirt?

DENNIS: No, I just said that for a joke..why didn't you laugh?

JACK: *A* Joke?

DENNIS: You've got no sense of humor at all.

CB

ATX01 0021278

JACK: Look --

DENNIS: No wonder they put your program on Sunday when people are at church.

JACK: Oh, close the door and come inside.

(SOUND: DOOR SHUTS)

DENNIS (Oh), Am I on time for rehearsal?

JACK: You're the first one here...I asked you to come a little early on purpose...I sent you your new contract, *Dennis*, last week. Have you signed it?

DENNIS: *Mr. C* No; it hasn't come back from the doctor yet.

JACK: The doctor?

DENNIS: My mother knows how you like to hide clauses, so she's having it X-rayed.

JACK: Oh, your mother...she's never satisfied with anything.

DENNIS (Oh), You're wrong about that, *Mr. C*...she liked the present I gave her this morning for her birthday.

JACK: Say, today is her birthday. What did you give your mother, Dennis?

DENNIS: ~~Something she's always wanted..so I had them made for her...a set of dishes..and every dish is shaped like an "L".~~

JACK: Why would your mother want all her dishes "L" shaped?

RM

ATX01 0021279

DENNIS: When she throws them at my father, in case she misses, they come back to her.

JACK: "L" shaped dishes. that's the silliest thing I ever heard of.

DENNIS: Yeah, she hasn't missed in twenty years.

JACK: That I can believe.

DENNIS: What did you receive on my mother's birthday, Mr. Benny?

JACK: Dennis...why should I get presents on your mother's birthday?

DENNIS: It's in our contract.

JACK: Oh yes, *yes*

DENNIS: Gee, I don't know what to get you for Labor Day.

JACK: You'll think of something. Now Dennis, what song are you

going to do on the program this Sunday?

DENNIS: I thought I'd sing "Lost In The Stars"

JACK: Good..Now run over it once for me before the rest of the gang gets her for rehearsal.

DENNIS: Yes sir. *Okay*

(APPLAUSE)

(DENNIS'S SONG -- ~~"LOST IN THE STARS"~~)

(APPLAUSE)

"Count Your Blessings"

CB

ATX01 0021280

(SECOND ROUTINE)

DENNIS: *Well*, How did you like it, Mr. Benny?

JACK: *Oh*, That was fine, Dennis. ~~and that's~~ *but* probably sound even better ~~you know~~ *you know* --

(SOUND: DOOR BUZZER)

JACK: Come in.

(SOUND: DOOR OPENS)

JACK: Oh...Hello, Miss Eymann.

JENNY: Hello.

JACK: Welllllll....summer must be around the corner when my little secretary comes to rehearsal in a bare midriff.

JENNY: Well, the weather's kind of warm, and this midriff dress is comfortable.

DENNIS: Yeah, but it must be *very* inconvenient.

JENNY: What do you mean, inconvenient?

DENNIS: No place to carry a gopher.

JACK: Dennis, ~~forget it~~ *stop*...Now Miss Eymann, you know I'm not a very strict boss, and I don't care how you dress when you're not working...but I do think those bare mid-riffs are a little immodest.

JENNY: Immodest? But everybody out here wears them.

JACK: Not my girl friend Gladys...She's too modest to wear them.

DENNIS: *Oh*, She's not modest, she just doesn't want to show her tattooing.

JACK: Dennis --

DENNIS: She has more pictures on her than Channel Two...

ig

ATX01 0021281

JACK: Now be quiet...one little battleship and everybody makes a big thing out of it...Anyway, Miss Eymann, I don't want to be dictatorial, but just because you've been working for me for nine years, I don't think you should take advantage of me by coming to rehearsal in a bare midriff...My last secretary was with me for ten years and never wore a bare midriff.

JENNY: But he was a man.

JACK: That's beside the point...Sometimes I think --

(SOUND: PHONE RINGS)

JACK: Excuse me.

(SOUND: COUPLE FOOTSTEPS...RECEIVER UP)

JACK: Hello?

ARTIE: Hello, Mr. Benny, this is Mr. Kitzel.

(APPLAUSE)

JACK: Oh hello, Mr. Kitzel. ^{king} what can I do for you?

ARTIE: ^{Nothing at all...} ~~Nothing at all...~~ I just called up to tell you how much I enjoyed your radio program last week.

JACK: Well, I'm glad you listened to it.

ARTIE: I didn't listen, I was there at the show.

JACK: Oh, that's nice...where'd you get the tickets?

ARTIE: ~~My friends~~ ^{What?} tickets? I was nonchalantly walking down the street, when all of sudden somebody threw a sack over me, ^{gave me} ~~gave me~~ a bump on ^{the} ~~my~~ head, and the next thing I knew, somebody is whispering in my ear, "Welcome to C. B. S."

JACK: ^{How did they get them in here?} Oh, oh, ~~my friends~~.

JG

ATX01 0021282

And you know,
ARTIE: When the program was over, I went back ~~there~~ to see you,
but you ~~were~~ *was* already gone...but I did see that other
comedian.

JACK: Which other comedian?

ARTIE: Edgar Bernstein.

JACK: You mean Edgar Bergen *Artie, yes.* he's very funny...By the way,
Mr. Kitzel, I haven't seen you in a long time.

ARTIE: *Oh,* This is because I now have a job as an extra in
pictures...~~was~~ already worked in six Westerns.

JACK: *In Western pictures?*

ARTIE: *Yes,* "They went that-away" and "Smile when you say that,
Pardner!"

JACK: *Couch,* Say, you're pretty good.

ARTIE: You should see me on a horse...HOO HOO HOO.

JACK: Oh, can you ride?

ARTIE: The best...when I'm on a horse, I am looking like
Hopalong.

JG

ATX01 0021283

JACK: Cassidy?

ARTIE: Who me?

JACK: Oh, oh.

ARTIE: I am working steadily in pictures now, Mr. Benny... and if you ever come out to Republic studios, look me up.

JACK: I will.

ARTIE: Just ask for Tex, everybody knows me.

JACK: Tex? Where did you ever get a name like Tex?

ARTIE: It's natural...after all, I was born in Texas.

JACK: Mr. Kitzel...you were born in Texas?

ARTIE: Deep in the heart of.

JACK: Well, what do you know...I thought that --

(SOUND: DOOR BUZZER)

JACK: Oh, excuse me, Mr. Kitzel, I better hang up...there's someone at the door.

ARTIE: You're excused...Goodbye.

JACK: Goodbye.

(SOUND: RECEIVER DOWN...COUPLE FOOTSTEPS...

DOOR OPENS

DON: *Ch*, Hi Jack, I'm not late for rehearsal, am I?

JACK: No, come on in, Don...I'm glad you brought the Sportsmen with you. Hi fellows.

QUART: HMMMM.

JACK: *Ag*, Come on in, everybody.

(SOUND: DOOR CLOSES)

JACK: Say Don, how come you're dressed that way?

DON: *OK*, I just came from the golf course, *Jack*, I played eighteen holes this morning.

JG

ATX01 0021284

JACK: I didn't know you played golf.

DON: Yeah, I just took up the game, I take lessons twice a week *man*.

JACK: Oh, that's nice...how are you playing?

DON: *Oh*, Pretty good, but I'm having a lot of trouble with my tee shots.

JACK: Well, Don, hitting off the tee is one of the easiest shots in golf if you'll just remember one thing...keep your eye on the ball.

DON: That's my trouble...I know it's down there, but I'm not sure where.

JACK: Oh, *well* with you that could be a problem *you know --*. What course did you play today?

DON: *Oh*, I was out at your club *Jack*, Hillcrest...and I was doing all right *huh* till I came to the ~~fourth~~ fourth green...You know, the one that's down in a gully.

JACK: Wait a minute, Don...the fourth green isn't in a gully...it's on ~~the~~ top of a hill.

DON: Not any more.

JACK: ~~None~~...Look, Don, if you'd --

DENNIS: Come on, let's get this rehearsal over with, my gopher's getting hungry.

JACK: Dennis, you said it was a joke, now leave it alone ~~it's a joke~~.

JENNY: I think we ought to get started, it's getting late, Jack.

JACK: Jack? Miss Eymann, you called me Jack?

JENNY: What do you want me to call you, Blue Eyes? *Oh damn - in name --*

JACK: Not during business hours, that's for night *huh*. Now come *lets all go --* on, *lets* all go in the den and rehearse, *huh*?

JG

ATX01 0021285

ROCH: BOSS, YOU CAN'T REHEARSE. THE SCRIPTS HAVEN'T ARRIVED FROM THE STUDIO YET.

JACK: That's funny...they always send them to my house so we can --

(SOUND: DOOR BUZZER)

JACK *Hey*, That must be the scripts now...
COME IN.

(SOUND: DOOR OPENS)

HY: HELLO, HELLO, HELLO, EVERYBODY...LONG TIME NO SEE.

JACK: Well Steve! Hey kids, it's my publicity man, Steve Bradley...Steve, what brings you around...what's up?

HY: Benny, I'm worried...you're slipping, dad, we ~~we~~ got to do something about your publicity.

JACK: Publicity...well, that's your department.

HY: I know, and I've been working like crazy to get a good stunt to land you on the front pages...Benny, I want you to be as well known as Smog.

JACK: ...Smog....what's good about smog?

HY: It's in the public eye! Ha ha ha ha. *(Ck, Benny)* I'm thinking every minute.

JG

ATK01 0021286

JACK: Oh brother...Look, Steve, can't you wait ~~wait~~ --

HY: ^{Can't wait...}
Can't wait...no time to lose...I thought this was so urgent that when I couldn't reach you by telephone, I sent a message by carrier pigeon.

JACK: Carrier pigeon? Oh, that must have been the pigeon that landed on my window sill.

HY: Yeah, yeah...didn't you see the message tied to its ankle?

JACK: Message...ROCHESTER....

ROCH: DON'T LOOK AT ME, YOU ATE THE LEGS.

JACK: Gee, ~~was~~ I thought the paper on that leg was a pantie.

HY: Now Benny, I've been giving this serious thought...We've got to come up with something for you...Something unusual...some sort of ^astunt.

JACK: Now wait a minute, Steve. ^{wait a minute} I don't want any more of your stunts. ~~The last time you had an idea, you wanted me to go to Houston, climb into the Big Inch pipe line and swim all the way to New York...what was so great about that?~~

HY: ~~I had it timed so you'd crawl out the other end on Groundhog Day...~~

JACK: Well, I'm not doing it.

RM

ATX01 0021287

HY: WAIT A MINUTE, BENNY, WAIT A MINUTE...HOLD IT.
JACK: What?
HY: Why didn't I think of this before...What an idea!
JACK: All right, what is it?
HY: Baseball.
JACK: Huh?
HY: Look...some years ago Bob Hope bought himself the
Cleveland Indians...Bing Crosby bought the Pittsburgh
Pirates...and today, who is everybody talking about?
DENNIS: George Gobel.
JACK: What?
DENNIS: And there you are.
JACK: Oh, be quiet...Now Steve, what are you getting at?
HY: Benny, you've got to have a baseball team!
JACK: Well look, Steve, I like the idea, but a baseball team
is liable to run into a lot of money.
HY: Leave it to me, Benny. I'll find you a team that won't
cost you much dough.
JACK: *Well*, Good, good.
HY: I'll get you a team that's unknown but with the proper
training, in a year or two you can sell them to
somebody else and clear yourself a net profit of a
million dollars.

~~JENNY:Gee, his eyes didn't pop out like that when I
came in with a bare midriff.~~

~~JACK:Please, Jeanette.~~

JG

ATX01 0021288

~~DETECTIVE: Miss Lynam during working hours.~~

JACK: ~~Oh, yes, I forgot. Well,~~ All right, Steve...It sounds like a great idea...Go out and get me a baseball team.

HY: Leave it to me, Benny...So long, everybody.

(SOUND: DOOR SLAMS)

JACK: You know, kids, I think Bradley's got a good idea with that baseball.

DON: He certainly has, Jack...and look at the commercials you can do.

JACK: Commercial with baseball?

DON: Why certainly...You've got the quartet right here...and they can take a song and fit it to anything.

JACK: Don, I'm not sure ~~that~~ ---

DON: *Now*, Jack, ~~I~~ ^{look} I'll show you...They can even ad lib one right now.

JACK: Ad lib a song about baseball ?

DON: *fine*, Sure...Go ahead, fellows,...Show him.

JG

ATX01 0021289

QUART: I LOVE BASEBALL IN THE SPRINGTIME
I LOVE BASEBALL IN THE FALL
I TALK BASEBALL IN THE WINTER
WHEN IT DRIZZLES
I PLAY BASEBALL IN THE SUMMER
WHEN IT SIZZLES
I LOVE BASEBALL EVERY MOMENT
EVERY MOMENT OF THE YEAR
I LOVE BASEBALL
WHY, OH WHY DO I LOVE BASEBALL
BECAUSE I LOVE TO HEAR

(GILLETTE THEME)

QUART: ~~THE~~ WE LOVE LUCKIES IN THE SPRINGTIME
WE LOVE LUCKIES IN THE FALL
I ~~LOVE~~ LUCKIES IN THE WINTER
WHEN IT'S FREEZING
I ~~LOVE~~ LUCKIES IN THE SUMMER
THEY'RE SO PLEASING
WE SMOKE LUCKIES AT THE BALL GAME
EVERY LUCKY MAKES A HIT, THAT'S CLEAR
WE LIKE LUCKIES
WHY, OH WHY DO WE LIKE LUCKIES
BECAUSE WE LIKE TO HEAR"

(LUCKY THEME)

QUART:

Light up a Lucky
BE HAPPY GO LUCKY STRIKE
IT'S LIGHT UP TIME.

(APPLAUSE)

RM

Be happy go Lucky
It's Light Up Time
For the Lucky that you like,
Light up a Lucky Strike.
(Hummingbird)
It's Light Up Time.

ATX01 0021290

(THIRD ROUTINE)

-16-

JACK: *Don,* Don, that was wonderful..and I think this baseball idea is going to work out great..It'll give me a lot of publicity.

DON: You're right, Jack...after all, baseball's the national sport...everybody loves it.

DENNIS: Don's right, Mr. Benny. *you know,* ~~last~~ yesterday a bunch of my friends came over to my house and asked me to play baseball.

JACK: Oh, did you play?

DENNIS: ~~Yeah~~, but every time I hit the ball I broke a window.

JACK: What?

DENNIS: I broke seven windows.

JACK: Well kid, maybe when you went outside, you played too close to the house.

DENNIS: Ohhhhh...outside.

JACK: Look, Dennis, why can't you once --

DON: *Oh, Jack,* Jack, I haven't been home yet from the golf course. *So* let's get on with the rehearsal, *will you?*

JACK: Don, we can't...the scripts aren't here yet.

DON: Oh yeah... *Well* ~~then~~ why don't you call up C.B.S. and see what's wrong?

JACK: All right, I will.

(SOUND: RECEIVER UP...DIALING)

JACK: (OVER DIALING) (SINGS) Take me out to the ball game...
Take me out with the crowd...I know a way to save eighty
cents...I'll drill a hole and I'll look ^{through} the fence...
de de de de dum dum...

(SOUND: TWO BUZZES..THEN BUZZING OF SWITCHBOARD)

PE

ATX01 0021291

BEA: Oh Mabel.

SHIRL: What is it, Gertrude?

(APPLAUSE)

BEA: Your outside line is flashing.

SHIRL: You get it, will you?

BEA: Okay.

(SOUND: PLUG IN)

BEA: Columbia Broadcasting System....Oh hello....What?...Just a minute, I'll connect you.

(SOUND: PLUG IN)

BEA: ~~Oh~~ Mabel, it's Mr. Benny.

SHIRL: I wonder what Blossom Boy wants now?

BEA: He wants me to connect him with the mimeograph department because they haven't delivered his scripts yet.

SHIRL: Scripts? Well, how do you like that...and he palms himself off as an ad lib comedian.

BEA: Yeah...he couldn't ad lib a click if he had false teeth.

SHIRL: Ain't it the truth.

BEA: ~~Yeah~~ I don't care if he can ad lib or not...I think he's

SHIRL: ^{cute.} Why would you think he's cute? He's gone out with me more times than he has with you.

BEA: He has not.

SHIRL: He has too.

BEA: ~~He~~ - Ch, Mabel, let's not argue. When we look like we do, we should be happy ~~that~~ we ~~are~~ got each other.

SHIRL: Well, I don't know about you, but I'm expecting Mr. Benny to pop the question any day now.

PE

ATX01 0021292

(FOREST FIRE ALLOCATION)

DON: Ladies and gentlemen, 90 per cent of all forest fires each year are man-caused. A campfire that is almost out.. a lighted match or cigarette that is tossed away could burst into hungry flames and destroy millions of acres of vitally needed timberland. So when you're in the country, be absolutely sure you put ^{out} every fire....every match... every cigarette -- completely out. Remember, only you can prevent forest fires.

Thank you.

(APPLAUSE)

CB

ATX01 0021293

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 8, 1955

CLOSING COMMERCIAL

WILSON: Jack will be back in just a minute, but first
listen to this.

LIGHT UP TIME
JINGLE #1 .21 sec.

SOUND: (TIC TOC - 6 beats)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time
For the taste that you like
Light up a Lucky Strike

GROUP: Relax!
(HUM GLISS)

SOLO & GROUP: It's Light Up Time

WILSON: Light-up time. A time when you want to really
enjoy yourself. And if it's a Lucky you light, you
really get that enjoyment. Because a Lucky tastes
better. Naturally it does. It's made of fine,
mild tobacco. Tobacco that naturally tastes better.
Tobacco that's toasted. That's right. "IT'S TOASTED"
-- the famous Lucky Strike process -- tones up
Luckies good tasting tobacco ... brings it to its
very peak of flavor....makes it taste even better.
Cleaner, fresher, smoother. So when it's light-up
time for you, light up a Lucky. You'll find it's
the best-tasting cigarette you ever smoked!

MG

ATX01 0021294

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 8, 1955

CLOSING COMMERCIAL (CONT'D)

LIGHT-UP TIME

JINGLE - $\frac{1}{3}$.13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HUM GLISS)

SOLO:
(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time

ATX01 0021295

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 8, 1955

CLOSING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

 For the taste that you like

 Light up a Lucky Strike

GROUP: Right Now!

 (HUM GLISS)

SOLO: Light up a Lucky

(SPOKEN)

SOLO & GROUP: It's Light Up Time

MG

ATX01 0021296

(TAG)

JACK: Well, ladies and gentlemen, that concludes another program and we'll be --

(SOUND: PHONE RINGS)

JACK: Oh there's the phone...Excuse me.

(SOUND: RECEIVER UP)

JACK: Hello....Oh, hello, Mary. Oh, you heard from your mother ^{Oh} and she got the flowers I wired her yesterday for Mother's Day?.....Good....Was she surprised when the Western Union boy brought them to the door?...Oh, she's the Western Union Boy! ~~Oh~~..Well, I'm glad she got them ...Goodbye, Mary. ^AHappy Mother's Day, everybody.

(APPLAUSE & MUSIC)

DON: The Jack Benny Show was written by Sam Perrin, Milt Josefsberg, George Balzer, John Tackaberry, Hal Goldman, Al Gordon, and produced and transcribed by Hilliard Marks.

CB

ATX01 0021297

HERBERT TAREYTON

HR 305F

ANNOUNCER: Join the swing to the best in filtered smoking --
Filter Tip Tareyton with the pearl-gray activated
charcoal filter.

(Jingle) Get true tobacco taste in a filter tip cigarette
The easy-drawing Filter Tip Tareyton Cigarette
The pearl-gray Charcoal filter tip cigarette
Smoke Filter Tip....Tareyton
Take your cue from the Red, White and Blue on the
package
Smoke Filter Tip Tareyton.

DON: The Jack Benny program was brought to you by the
American Tobacco Company....America's leading
manufacturer of cigarettes.

DH

ATX01 0021298

(J.B.N. #22)
PROGRAM #34
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"As Broadcast"

SUNDAY, MAY 15, 1955

C.B.S.

4:00 - 4:30 PM PDT

(Transcribed - Feb. 16, 1955)

CAST: Jack Benny
Rochester
Dennis Day
Don Wilson
Mel Blanc
Charlie Bagby
Artie Auerback
Sportsmen Quartet
Frank Nelson
Sheldon Leonard
Harry Shearer
Colin Campbell
Orchid Oliver

BH

ATX01 0021299

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955
OPENING COMMERCIAL

-A-

WILSON: THE JACK BENNY PROGRAM ... transcribed and presented
by Lucky Strike the cigarette that tastes better!

LIGHT UP TIME
JINGLE - #1 .21 sec.

SOUND: TIC TOC - 6 BEATS

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Relax!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time.

WILSON: This is Don Wilson, friends, and you know, the right
time for a Lucky is anytime you feel like enjoying
a really great cigarette. The right place? Well,
that's any place you happen to be at the time. It's
true, you can depend on a Lucky to give you better
taste everytime it's light-up time. That's because
of the truly fine tobacco that goes into every
Lucky Strike cigarette. LS/MFT -- Lucky Strike
means fine tobacco ... tobacco that's light and
mild and good-tasting. And then that fine tobacco
is toasted. Yes, before that naturally good-tasting
tobacco is made into Lucky Strike cigarettes, IT'S
TOASTED to taste even better.

RM

(MORE)

ATX01 0021300

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955
OPENING COMMERCIAL (CONT'D.)

-B-

WILSON: Cleaner, fresher, smoother! So, when you buy your
(CONT'D.) next pack or carton of cigarettes, remember:
Luckies taste better ... and Be Happy - Go Lucky!

LIGHT UP TIME
JINGLE #3 - .13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right now!
(HUM GLISS)

SOLO:
(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time.

RM

ATX01 0021301

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955
OPTIONAL

-C-

LIGHT UP TIME
JINGLE #2 - .20 sec.

GROUP: Light up a Lucky
SOLO: It's Light Up Time
GROUP: Be Happy Go Lucky
SOLO: It's Light Up Time
 For the taste that you like
 Light up a Lucky Strike
GROUP: Right Now!
 (HUM GLISS)
SOLO: Light up a Lucky
(SPOKEN)
SOLO & GROUP: It's Light Up Time.

RM

ATX01 0021302

(FIRST ROUTINE)

-1-

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: THE LUCKY STRIKE PROGRAM, STARRING JACK BENNY...WITH
MARY LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB CROSBY,
AND "YOURS TRULY" DON WILSON.

(APPLAUSE...MUSIC UP AND DOWN)

DON: AND NOW, LADIES AND GENTLEMEN, LET'S TURN THE CLOCK BACK
TO ~~YESTERDAY~~ ^{Wednesday} AND GO OUT TO JACK BENNY'S HOUSE IN BEVERLY
HILLS. IT IS MORNING AND AT THE MOMENT, ROCHESTER IS
BUSY CLEANING THE DEN ...

(SOUND: VACUUM CLEANER)

ROCH: (SINGING OVER VACUUM CLEANER) OH IT'S A LONG, LONG TIME
FROM JUNE TO SEPTEMBER...BUT WHEN YOU HAVEN'T BEEN PAID,
THEY'RE MONTHS TO REMEMBER...DA DA DA DAH DUM...

(SOUND: VACUUM CLEANER OUT)

ROCH: WELL, THAT TAKES CARE OF THE VACUUMING...I BETTER EMPTY
THE BAG...

(SOUND: PHONE RING...RECEIVER UP)

ROCH: MR. BENNY'S RESIDENCE...STAR OF STAGE, SCREEN, RADIO,
TELEVISION AND MAMBO LESSONS FROM SIX TO EIGHT.

ORCHID: You can skip the commercial, Rochester...this is Suzy.

ROCH: OH SUZY...HOW ARE YOU, HONEY.

ORCHID: Don't honey me, I haven't heard from you all week.

ROCH: ALL WEEK?...ER, I CALLED ^{you} THE NIGHT BEFORE LAST.

ORCHID: You did?

ROCH: YEAH, YOU WEREN'T HOME AND I TALKED TO YOUR MOTHER.

ORCHID: That's funny...I wonder why she didn't tell me you called.

ROCH: MAYBE SHE DIDN'T RECOGNIZE MY VOICE.

RM

ATX01 0021303

ORCHID: Oh Rochester, come now.

ROCH: ~~Well~~, TO TELL YOU THE TRUTH, HONEY, I MEANT TO CALL BUT I FORGOT.

ORCHID: It doesn't matter, Rochester, because we're gonna have to stop seeing each other anyway. The way we're going, we'll never get married.

ROCH: WELL SUZY, I KNOW IT'S DISCOURAGING...BUT I PROMISE ~~YOU~~ WE'LL GET MARRIED ^{just} AS SOON AS MR. BENNY GIVES ME A RAISE.

ORCHID: I wouldn't wait that long for Sugar Ray Robinson.

ROCH: BUT SUZY.

ORCHID: You should have had a reise years ago.

ROCH: I KNOW, BUT THERE'S ALWAYS SOMETHING THAT TAKES PRIORITY..LIKE THIS WEEK MR. BENNY'S HAVING THE LIVING ROOM ~~RE~~DECORATED.

ORCHID: You mean he actually went out and hired a painter.

ROCH: (FACE) YEAH, MR. BENNY'S IN THE LIVING ROOM WITH HIM RIGHT NOW. *Now,*

JACK: (RUSHING HIM) *Now,* Paint that corner...Now get the ceiling above it...Now get the wall, get the wall, *get the wall...get*

MEL: *Yeah, yeah,* Yeah, yeah, the wall. *The wall.. The wall.*

JACK: Now, *now* get the top of the window sill, *the top of the window sill.*

MEL: All right, all right, the sill.

JACK: ~~That's it,~~ *A* little more on the top...the top, the top,

I'm getting it, good, good, now get the other window sill, the other one, *the other one.*
MEL: I'M GETTING IT...Boyohboy, this is the last time I ever take a job by the hour.

JACK: Huh?

RM

RTX01 0021304

Get the wall,

MEL: (MOCKING) [^] Get the wall, get the corner, now the sill, ^{now the} ~~sill~~ - it's bad enough that you talked me into working for half of what I'm supposed to charge...but I can't stand being hounded like this.

JACK: Who's hounding you? You mean to tell me you've never had customers ^{that} that took an interest and made suggestions?

MEL: Yeah, but you're the first one that ever stayed up here on the ladder with me.

JACK: Oh...oh...I didn't realize...well, you keep working, ^{I'll} let you alone for a while.

MEL: Okay, but would you do me a favor?

JACK: What?

MEL: (WHINING) This time when you leave don't put on those

^{fast records.}
Well, I... you know,
JACK: [^] I just wanted to entertain you.

MEL: Entertain me! During ^{the} Flight of the Bumble Bee, I finished two wells.

JACK: Alright, alright.

(SOUND: DOOR CLOSE AND FOOTSTEPS UNDER)

JACK: Hmmm. Smart aleck....He better watch his step or I'll report him to the Union for working below scale...I wonder why I always get --

(SOUND: PHONE RINGS AND RECEIVER UP)

JACK: Hello.

BAGBY: Hello Jack, this is your little old piano player, Charlie Bagby.

JACK: Well Charlie, how are you?

RM

ATX01 0021305

BAGBY: That's what I called about. I don't think I'll be able to make the show ~~tomorrow~~ *Sunday*. I caught a cold.

JACK: A cold eh...Gee, that's too bad...what are you taking for it, Charlie?

BAGBY: Oh the usual thing.

JACK: Well, how do you feel?

BAGBY: Fine, I can hardly walk.

JACK: Wait a minute, Charlie...have you been drinking?

BAGBY: Well, it's not my fault...The doctor told me to take two fingers of cognac.

JACK: Well?

BAGBY: I drank three whole bottles, and it hasn't gone to my fingers yet.

JACK: Now Charlie, don't try to tell me that you're just following the doctor's orders.

BAGBY: Oh yes, I am.

JACK: *Now wait a minute,* Look Charlie, there isn't a doctor in town who'd tell you to drink liquor for a cold.

BAGBY: I know...I had to go all the way to Pismo Beach before I found this one.

JACK: I thought so. *You know Charlie,* Some of these days ~~you're going to~~ --

BAGBY: Got to hang up now, it's time for my medicine. YAHOO.

JACK: Goodbye, goodbye.

(SOUND: PHONE DOWN)

JACK: He's so happy when he's sick...Gee, I'm glad he only has a cold. I'll never forget that month he staggered through pneumonia..When they finally put him in an oxygen tent it exploded...But he's a pretty good --

(SOUND: DOOR BUZZER)

RM

ATX01 0021306

JACK: *Ah*, There's the door.

(SOUND: FOOTSTEPS UNDER)

JACK: (SINGS) Papa loves Mambo, Mame loves Mambo...Da da da da
da da da...da da da da da da --

(SOUND: DOOR OPEN)

DENNIS: Hello, Mr. Benny.

JACK: Rochester, bring me an aspirin.

ROCH: (FADING IN) WHAT'S THE MATTER, HAVE YOU GOT A HEADACHE?

DENNIS: Hello, Rochester.

ROCH: OH, OH, OH... *Overly so* I'LL GET YOU ONE, BOSS.

JACK: Thanks. Come on in, Dennis, and close the door.

(SOUND: DOOR CLOSES)

JACK: Now what's on your mind, kid?

DENNIS: *Oh*, I just came over to bring you a piece of my birthday cake.

JACK: Birthday cake...Well, that was very thoughtful of you, *Dennis*.

DENNIS: I saved it from my party...here. *To...Mum...Dennis*

JACK: *Aw*, Gee, green icing...(MUNCHING) Tastes good, *I love*
ate green icing before pistachio...So your birthday is today, huh?

DENNIS: No, six months ago.

JACK: (COUGHS) *Wait...Dennis*...You mean this cake is six months old.

DENNIS: It was chocolate when I bought it.

JACK: Dennis, why in the world would you bring me a cake six
Wait months old and all covered with mould?

DENNIS: *Wait* That's the stuff they make Penicillin out of.

JACK: So what?

DENNIS: You need all the help you can get.

JACK: NOW CUT THAT OUT...~~Dennis, would you do me a favor and~~
~~go home.~~

RM

ATX01 0021307

DENNIS: Don't you even want to hear the song I'm ~~gonna~~ do on
the show?

JACK: Alright do ~~your~~ song, do anything, just stop feeding
me.

DENNIS: Okay....

(APPLAUSE)

(DENNIS' SONG)

(APPLAUSE)

RM

ATX01 0021308

(SECOND ROUTINE)

JACK: That was very good, Dennis. And you know something, ~~kid...~~ As you were singing, I couldn't help but think that sixteen years ago when you first came to work for me, I thought you had the most beautiful voice. It had beautiful tone quality and range, and now sixteen years later nothing has changed... everything is the same.

DENNIS: Including my salary.

JACK: That's right. Now, Dennis--

ROCH: BOSS, HERE'S YOUR ASPIRIN.

JACK: I don't need it, the penicillin cured me.. Rochester, take this cake, stick a label on it and put it in the medicine cabinet.

ROCH: WHAT?

JACK: Never mind.

(SOUND: BUZZER)

JACK: COME IN.

(SOUND: DOOR OPENS)

DON: *Well*, Hello, Jack.

JACK: *Oh*, Don.. come on in.

(SOUND: DOOR CLOSES)

JACK: *Don*, There's no rehearsal today...what are you doing around here?

DON: *Oh*, I just dropped by to return ^{*this*} ~~the~~ garden hose I borrowed from you last week.

JACK: My garden hose..Oh, you won't be needing it?

DON: Not anymore, I found a belt my size.

BB

ATX01 0021309

JACK: Well, Don, there was no rush.. you could have worn the hose a while longer.

DON: I know, but it tickles when you turn the water on.

JACK: *Well that makes sense,*
I guess so..

ROCH: HERE'S TODAY'S MAIL, BOSS.

JACK: *Oh,* Thanks, Rochester.

DON: Say Jack, isn't that paint I smell?

JACK: Yeah, I'm having the living room redecorated...You'll never recognize it.

DON: *Oh,* Really? What color is it going to be?

JACK: Well..the ceiling'll be sort of an off white *you see* and three of the walls are going to be beige.

DON: Uh huh..and what are you doing with the fourth wall?

ROCH: NUTHIN', THAT'S THE ONE WE SAVED FOR ADVERTISING.

JACK: Rochester --

ROCH: REMEMBER THE YEAR MAD MAN MUNTZ TOOK THE CEILING?

JACK: Rochester, stop being funny...If you'll excuse me a second, Don, I just want to glance through my mail.

DON: *Oh,* Go ahead, Jack.

(SOUND: PAPER RATTLING)

JACK: ~~Let's~~ See what I got here..a bill..another bill..a circular...Hmm, another threatening letter from Arthur Murray..Well, he can teach his way, I'll teach mine....
Hey,
~~Oh,~~ what's this, a letter from Waukegan..

(SOUND: RIP OF PAPER)

JACK: Well, I'll be darned.. Hey, fellows.. Here's a letter from a ~~friend~~ *friend* I haven't seen in twenty years..Stub Wilber..he was a classmate of mine in high school.

BB

ATX01 0021310

DON: No kidding, Jack.

JACK: Yeah, and he's coming out here for a visit.. Let's see.. arriving on the Super Chief at Union Station two thirty P.M. on Wednesday the -- hey, that's today. I better get down there.

DON: I'll go with you, Jack.

DENNIS: Me, too.

JACK: Good. I'll just grab a jacket, and we'll go down to the station and meet my friend Stub.

(TRANSITION MUSIC)

(SOUND: FOOTSTEPS ON CEMENT)

DENNIS: Gee, with that freeway we sure made good time getting here.

JACK: Yeah...Come on, let's go in the station.

(SOUND: DOOR OPENS..STATION NOISES UP AND DOWN)

MEL: (P.A.) TRAIN NOW LEAVING ON TRACK FIVE FOR ANAHEIM, AZUSA, AND CUCA -- MONGA.

(APPLAUSE)

DON: I guess we ^{better} go to the South End of the depot to meet ^{the} incoming passengers.

JACK: Yeah, but I better check at the information desk and see if Stub's train is on time, ^{huh?}

SHELDON: Hiya bud.

JACK: Huh?

SHELDON: Long time no see.

JACK: ^{oh} yeah, yeah.. Come on, fellows.

DON: ^{Jack, Jack} I don't that ^{the} ~~that~~ race track tout.

BB

ATX01 0021311

JACK: Yeah, I'm always bumping into ~~him~~ ^{that tank}. Look, why don't you and Dennis just browse around while I get the information, ^{huh?}

DON: Okay.

JACK: Now ^{lets see the} where's ~~that~~ information booth..

(SOUND: STATION NOISE UP AND DOWN)

MEL: (P.A.) CORRECTION PLEASE...THERE WILL BE NO TRIP TO ANAHEIM, AZUSA, AND CUCAMONGA AS PREVIOUSLY ANNOUNCED.. THAT TRAIN HAS JUST BEEN RENTED TO THE FAIRFAX KIDDY PARK.

(SOUND: STATION NOISES UP AND DOWN)

JACK: Gee, it's ^{crowded} crowded here, excuse me...pardon me...I wonder if I --

ARTIE: Hello, Mr. Bonny.

JACK: ~~Huh?~~ Why, Mr. Kitzel.

(APPLAUSE)

JACK: Mr. Kitzel, what are you doing ^{here} at the ~~retirood~~ station?

ARTIE: I'm taking a trip to New York.

JACK: Well, well, all the way to New York, ^{huh?}

ARTIE: Yes, and I can see my wife's face now.. Boy, will she be surprised!

JACK: Oh, she doesn't know you're coming.

ARTIE: She doesn't know I'm going.

JACK: Mr. Kitzel, don't tell me you had an argument with your wife?

ARTIE: ~~Well~~ It isn't my wife, ^{Mr. Bonny,} it's our relatives.

JACK: Your relatives, ^{Artie, what why} eh? ~~well~~ are a lot of them living ^{there} with you?

ARTIE: HOO HOO HOO...you think this station is crowded...At the last count, thirty-six relatives came to live with us.

BB

ATX01 0021312

JACK: Thirty-six relatives?

ARTIE: *Yeah,* Twelve of them we are taking their word, they have ~~no~~ *int got* birth certificates.

JACK: Oh, I see.

ARTIE: What a crowd *we got* in my house.. Every place they are sleeping...
...On the couches...on the beds..on the chairs..and on
top of the piano is my cousin Murphy.

JACK: Murphy..your cousin?

ARTIE: He's one of the twelve, we're taking his word for it.

JACK: ~~Oh~~..Well, have a nice trip, Mr. Kitzel, and look me up
when you get back.

ARTIE: This is a promise..goodbye.

JACK: ~~Goodbye~~ *Goodbye, goodbye, Mr. Kitzel.*

(APPLAUSE)

(SOUND: STATION NOISES UP AND DOWN)

MEL: (P.A.) ATTENTION PLEASE..WE HAVE JUST LEARNED THAT
WHILE COMING THROUGH ALBERQUERQUE, THE WESTBOUND
SUNSHINE LIMITED HIT A COW AND WILL BE DELAYED SEVERAL
HOURS.

(SOUND: STATION NOISES UP AND DOWN)

DON: Jack..Jack.

JACK: What is it, Don.

DON: Look who I just bumped into.

JACK: Hey, it's the Sportsmen *The Sportsmen* - hiya fellahs.

MEL: (P.A.) ATTENTION PLEASE..NOW ARRIVING ON TRACK 18, THE
CHIEF FROM CHICAGO..ON TRACK TWO, THE LARK FROM SAN
FRANCISCO..AND ON TRACK 5, A COW FROM ALBERQUERQUE.

BB

ATX01 0021313

JACK: Gee, I bet that one is really tenderized...Now tell me, *hey*
Spartan
~~for~~ ~~the~~, what are you doing here at the station?

DON: *Oh,* I'm afraid they haven't time to talk, Jack. They have
to catch a train.

JACK: Oh, where are they going?

DON: To Goldsboro, North Carolina.

JACK: ~~But boys, pray tell me why?~~

BB

ATK01 0021314

QUART: IF YOU KNOW WHAT WE KNOW
THEN YOU'LL GO WHERE WE GO
WHERE THEY GROW TOBACCO
OH LSSS MFF LSMFT
YOU'D BE SO HAPPY
WHEN YOU'D SEE A LUCKY
YOU CANNOT MEASURE THE PLEASURE
THAT YOU WILL GET FROM SMOKING LUCKY STRIKE
SO JACKSON, BBYE BYE
AND DON'T CRY
WE'RE ON OUR WAY
OH HAPPY HAPPY DAY
SO TAKE IT, DON, AND CARRY ON
OH WAY DOWN SOUTH WHERE THEY GROW TOBACCO
THAT'S WHERE WE BELONG
FORWARD MEN AND STAY IN LINE
IT'S ONWARD, ONWARD TO CAROLINE
That's where we'll get
~~RIGHT HERE WE NEED~~ A RHYME
FOR LIGHT UP TIME
OH LSSS MFFF
LSSS MFFF
IT'S LSMFT FOR ME.

BB

ATX01 0021315

(THIRD ROUTINE)

JACK: Well, ^{have} have a nice trip, fellows.

MEL: (P.A.) ATTENTION, PLEASE, ^{attention} ~~PLEASE~~. TRAINS NOW LEAVING FOR LAS VEGAS ON TRACKS SEVEN AND ELEVEN.

JACK: Don, we better--

MEL: (P.A.) THESE TRAINS ARE PULLED BY DICEL ENGINES.

JACK: Don ~~we~~--

MEL: (P.A.) ROLL 'EM.

JACK: Don, we better get that information about Stub's train, come on, ^{I think} it's right over here. ^{There's the information booth there.}

(SOUND: FEW FOOTSTEPS)

JACK: Oh Mister..Mister..

NELSON: YEESSESSSSSS.

JACK: Are you the information clerk?

NELSON: Well, what do you think I am in this cage...a parakeet with a mcustache.

JACK: Wait a minute..the last time I was down here, they had you behind the ticket counter..how did you get information.

NELSON: I dialed one one three.

JACK: Now ~~out that out~~ ^{will you stop that....}...all I want to know is if the Super Chief will be arriving on time.

NELSON: Let me see..The California Limited leaves in fifteen minutes, the Grand Canyon departs in a half ^{an} hour.. the Challenger is leaving in an hour and a half.

JACK: Wait a minute, I want to know about a train coming in.... why do you keep telling me about trains that are leaving?

NELSON: ^{Well,} In psychiatry they call it The Power of Suggestion.

JACK: ^{Look it} ~~Alright, alright~~, you still haven't answered my question.. when will the Super Chief be in?

ATX01 0021316

NELSON: In exactly fifteen minutes.

JACK: Thank you.. Come on, Don.

DON: *Oh*, Wait a minute, Jack, what track does the train come in on
 ..We have to know what gate to wait at. *Oh look---*
why don't you
 the window, *ask the men* where to go.

JACK: Okay..Oh Mister, *Mister*, could you tell me where to go?

NELSON: What did you say?

JACK: *I said,* Could you tell me where to go?

NELSON: If you ask me that once more, I might let you have it.

JACK: Oh, never mind. Say Don, *Don*, what happened to Dennis?

DON: He's right over there weighing himself.

JACK: Oh yes.

(SOUND: FEW FOOTSTEPS..POUNDING OF MACHINE)

JACK: *Well,* Dennis, what are you jumping on that machine for?

DENNIS: *Well,* I put a penny in, but no peanuts came out.

JACK: Dennis, that's a weighing machine...it's a scale..when you
 put a penny in a little card comes out...There it is, down
 there.

DENNIS: Oh yes. *hey gee,* *Gee,* I weigh a hundred and fifty-five pounds.

DON: And Dennis, on the other side is your fortune.

DENNIS: *Oh* My fortune? *Oh* Let me see...Gee, now they tell me.

JACK: What does it say?

DENNIS: "No peanuts."

JACK: Well come on, kids, we better get over to meet the train,

DON: *Look,* Jack, there's plenty of time *now,* why don't we *go* get a sandwich
 first.

JACK: *Well,* There's not that much time, *I'm* gonna meet the train.

DON: Well, I'm gonna get a sandwich..*would* You like to come with
 me, Dennis?

DENNIS: ..Well...

JACK: Let him go alone, Dennis, you come with me.

ATX01 0021317

DENNIS: Okay.

SHELDON: Hey bud..bud..

JACK: Who, me?

SHELDON: No, you with the pointed head.

DENNIS: He means me.

SHELDON: Yeah you..come here a minute.

JACK: Well, this is a switch.

DENNIS: Look, Mister--

SHELDON: What are you doin'?

DENNIS: I'm going with Mr. Benny.

SHELDON: Uh uh.

DENNIS: What?

SHELDON: Go with Wilson.

DENNIS: Wilson?..Why?

SHELDON: Look at the form..he's always out in front.

DENNIS: Well, I don't know..what about Benny?

SHELDON: Benny hasn't got a chance. His photo finish was the Horn
Blows at Midnight. ^{Now} Take my word for it, bud, stick with
Wilson.

DENNIS: Well..(IMITATING) Come here a minute.

SHELDON: What?

DENNIS: I'm sticking with Benny.

SHELDON: Why?

DENNIS: Wilson's carrying too much weight.

SHELDON: What?

DENNIS: He's got everything in the back stretch.

SHELDON: ^{Well, see} Okay. ^{see} you in the poorhouse.

JACK: Come on, Dennis. *Come on. Stop - stop wasting time.*

CB

ATX01 0021318

DON: *Yeah* ~~Well~~, it is getting late *Well*. I suppose I'd better go with you, too.

(SOUND: STATION NOISE UP AND DOWN)

MEL: (P.A.) THE SOUTHBOUND LIMITED NOW LEAVING FOR LAGUNA, CAPISTRANO, SAN DIEGO..(MEXICAN ACCENT) TIA JUANA, ACAPULCO, AND MEXICO CITY, I THEREENK.

DON: *Jack* Jack, this is the gate right here.

JACK: Yeah...~~there~~ sure ~~are~~ a lot of people waiting.

HARRY: (CRIES AND KEEP CRYING SLIGHTLY OFF MIKE)

JACK: Boy, I can hardly wait to see Stub again. *Good old Stub.*

DON: Yeah, I'll bet he'll be glad to see you, too..Come on, let's edge over a little.

JACK: I wonder what that kid is crying about.

MEL: (P.A.) ATTENTION..THE SUPER CHIEF IS NOW ARRIVING ON TRACK EIGHT.

DENNIS: Come on, Mr. Benny, everyone's getting ahead of us.

JACK: That poor kid..I better see why he's crying.

DON: *Oh* ~~now~~ Jack, how can you butt in, you don't even know the kid.

JACK: Well, I can't just let him cry.

HARRY: (CRIES CLOSER)

JACK: What seems to be the trouble, sonny. Did you lose your mommy.....Look, I don't know what's wrong, but I wish you'd stop crying.

HARRY: If you give me a nickel, I will..(AND CRIES)

JACK: (LOOKS AT AUDIENCE)

DON: Go ahead Jack, give it to him.

JACK: But Don, I don't even know the kid.

DENNIS: The people are starting to come up the ramp.

CB

ATX01 0021319

JACK: Alright kid, here's a nickel, now you can stop crying and dry your eyes because everything is ^{going to} ~~gonna~~ be --

HARRY: LET GO OF IT ALREADY.

JACK: Oh..oh...

HARRY: Here you are, Dad.

NELSON: Thanks..I didn't think you could do it.

JACK: Hmmm.

DON: Jack, do you see your friend?

JACK: No..I don't..I hope he didn't miss the train, ^{gee} that's the way he was in school, ^{too...} completely irresponsible, ^{that's what that mother of} I was two years older than Stub and he got in the habit of letting me do his thinking for him.

(SOUND: STATION NOISES UP AND DOWN)

MEL: (P.A.) ATTENTION, PLEASE, ATTENTION..THE LURLINE NOW ARRIVING ON TRACK FIVE.

JACK: Lurline?

MEL: (P.A.) MAN, WAS IT FOGGY.

JACK: Hm.

DENNIS: Well, there's no sense standing here, let's go home.

JACK: ^{Yeah} Yeah, I guess so. Gee, I'm sorry I dragged you both down here on a wild goose chase.

COLIN: Beg pardon..but could you be of a little assistance to me.

JACK: Huh? Oh, what can I do for you? ^{What?}

COLIN: Well, I don't see so good any more, would you mind reading an address I've got written down ^{here on this piece of paper}

JACK: ~~Why certainly~~

COLIN: ~~Now let's see..where did I put that piece of paper..~~

JACK: ~~It's in your hand.~~

CB

ATX01 0021320

COLIN: ~~Oh yes, the fingers are a little numb. Here, would you
just read me that address.~~

JACK: Let's see..(READS) 366 North Camden Drive, Beverly -
wait a minute, that's my address.

COLIN: Well, Jaaaack Benny!

JACK: Stub..Stub Wilber..Gee, it's good to see you..Come on
Stub, we've got ^a lot to talk over..here, I'll carry your
bags.

COLIN: Never mind the bags, carry me.

JACK: Gee, it's amazing how old you can get when you don't lie
about your age....Come on, everyone, let's go home.

(PLAYOFF)

(APPLAUSE)

C_B

ATX01 0021321

DON: Friends, every minute -- day and night -- a destructive fire starts. And in nine out of ten cases, most fires start because someone was careless! Don't let that someone be you. Be sure your electrical wiring is properly installed. Put cigarettes and matches out before you discard them. Be on guard constantly against fire. Remember, only you, can prevent fires!

Thank you.

(APPLAUSE)

DON: Jack will be back in just a minute, friends, but first, let's hear that catchy Lucky Strike "Light Up Time" tune again.

CB

ATX01 0021322

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955

-D-

CLOSING COMMERCIAL

WILSON: Jack will be back in just a minute, friends, but first let's hear that catchy Lucky Strike "Light-up Time" tune again.

LIGHT UP TIME
JINGLE - #1 .21 sec.

SOUND: TIC TOC - 6 BEATS

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time
For the taste that you like
Light up a Lucky Strike

GROUP: Relax!
(HUM GLISS)

SOLO & GROUP: It's Light Up Time.

WILSON: Yes sir, when it's light-up time for you, light up a Lucky. You couldn't make a better choice! Here's why. Lucky Strike is the cigarette of fine, light, naturally good-tasting tobacco. Lucky Strike means fine tobacco. And Lucky Strike is the cigarette that's toasted. Yes, IT'S TOASTED to bring Luckies naturally-good-tasting tobacco to its peak of flavor so that it tastes even better. Cleaner, fresher, smoother. "Fine tobacco" and "It's Toasted" add up to real, deep-down smoking enjoyment for you. So Be Happy, go Lucky! Buy a carton and try 'em out. When you light up, I'll bet you find a Lucky is the best-tasting cigarette you ever smoked!

CB

(MORE)

ATX01 0021323

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955

-E-

CLOSING COMMERCIAL (CONT'D)

LIGHT UP TIME

JINGLE - #3 .13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like

Light up a Lucky Strike

GROUP: Right now!

(HUM GLISS)

SOLO:

(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time

CB

ATX01 0021324

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955

-F-

CLOSING COMMERCIAL (CONT'D)

OPTIONAL

LIGHT UP TIME

JINGLE - #2 .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right now!

(HUM GLISS)

SOLO:

(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time

CB

ATX01 0021325

(TAG)

-21-

JACK: Gosh, Stub..isn't it wonderful..your first day in California.

COLIN: Yeah..can I go to bed now?

JACK: You want to go to sleep? But it's so early.

COLIN: I know but I'm so tired of painting this room.

JACK: We just have to finish this ceiling and then we can go to sleep.

MEL: Yeah, yeah, sleep.

JACK: Goodnight, folks.

(APPLAUSE & MUSIC)

DON: The Jack Benny program was written by Sam Perrin, Milt Josefsberg, George Balzer, Hal Goldman, Al Gordon, and produced and transcribed by Hilliard Marks.

CB

ATX01 0021326

HERBERT TAREYTON

HR 304F

(Jingle)

Get true tobacco taste in a filter tip cigarette

The easy-drawing Filter Tip Tareyton Cigarette

The pearl-gray Charcoal filter tip cigarette

Smoke Filter Tip...Tareyton

Take your cue from the Red, White and Blue on the
package

Smoke Filter Tip Tareyton.

ANNOUNCER:

You'll enjoy true tobacco taste when you smoke Filter
Tip Tareyton with the pearl-gray activated charcoal
filter. Try easy-drawing Filter Tip Tareyton --
the best in filtered smoking!

DON:

The Jack Benny program was brought to you by the
American Tobacco Company...America's leading
manufacturer of cigarettes.

DH

ATX01 0021327

(J.B.N. #23)
PROGRAM #35
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"As Broadcast"

SUNDAY, MAY 22, 1955

CBS

4:00 - 4:30 PM PDT

(Transcribed Feb. 17, 1955)

CAST: JACK BENNY
MARY LIVINGSTONE
ROCHESTER
DENNIS DAY
DON WILSON
SPORTSMEN QUARTET
MEL BLANC
MAHLON MERRICK
SAMMY WEISS
ARTIE AUERBACK
BEA BENEDARET
SHIRLEY MITCHELL

BR

ATX01 0021328

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 22, 1955

-A-

OPENING COMMERCIAL

WILSON: THE JACK BENNY PROGRAM...transcribed and presented
by Lucky Strike, the cigarette that tastes better!

LIGHT UP TIME

JINGLE - #1 .21 sec.

(SOUND: TIC TOC - 6 BEATS)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Relax!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time.

WILSON: This is Don Wilson, friends, and I certainly agree
there's no time like right now to light up a Lucky
and find out first hand what real, deep-down smoking
enjoyment is. I mean the enjoyment that comes from
better taste...because a Lucky tastes better every
time. And the reasons why are world famous. First
of all, LS/MFT, Lucky Strike means fine tobacco, so
fine, so light, so mild, it just naturally tastes
better. And then, something very important happens
to Luckies' fine tobacco. "IT'S TOASTED". "IT'S
TOASTED" is the famous Lucky Strike process that
brings Luckies' naturally good-tasting tobacco to
its peak of flavor, tones it up to make it taste
even better.

(MORE)

BR

ATX01 0021329

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 22, 1955

-B-

OPENING COMMERCIAL (CONT'D)

WILSON: Cleaner, fresher, smoother. So right now, while the
(CONT'D) show gets under way -- or whenever it's light-up
time for you, Be Happy -- Go Lucky. Enjoy Lucky
Strike -- the best tasting cigarette you ever smoked!

LIGHT UP TIME
JINGLE - #3 .13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HUM GLISS)

SOLO:
(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time

BR

ATX01 0021330

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 22, 1955

-C-

OPENING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HUM GLISS)

SOLO:

(SPOKEN)

Light up a Lucky

SOLO & GROUP: It's Light Up Time

BR

ATX01 0021331

(FIRST ROUTINE)

-1-

(AFTER FIRST COMMERCIAL, MUSIC UP AND DOWN)

DON: THE LUCKY STRIKE PROGRAM, STARRING JACK BENNY...WITH MARY LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB CROSBY, AND "YOURS TRULY" DON WILSON.

(APPLAUSE...MUSIC UP AND DOWN)

DON: AND NOW, LADIES AND GENTLEMEN, WE COME TO THE LAST JACK BENNY SHOW OF THE MONTH...IT IS ALSO THE LAST PROGRAM OF THE CURRENT SERIES, AND AS A MATTER OF FACT, IT'S THE LAST SHOW OF THE SEASON....SO NOW I BRING YOU A MAN ~~WHO~~ I THOUGHT WOULDN'T LAST...JACK BENNY.

(APPLAUSE)

JACK: Thank you, thank you, thank you...Hello again, this is Jack Benny talking...and Don, I know that you're trying to be clever on the final show, but how could you possibly have thought that I wouldn't last...After all, a man my age is just in the prime of life.

DON: I guess you're right, Jack...they've been priming you for twenty years...(HE LAUGHS...KEEPS LAUGHING)

JACK: Don.....Don.....George Global...Don, control yourself...
Cinema-age Stomach - Now
You're R. N. N.
But you may be right...After all, nobody can last forever.

MARY: You're sure working on it, bub.

JACK: Well, I see we have another candidate for ^{the} unemployment insurance...You better watch it, sister.

DON: Jack's right, Mary...He deserves a little more respect from us....After all, he's one of the pioneers in the broadcasting business.

JACK: You're darn right...Why, when I did my first program, there were hardly any radios in the country.

DON:

BR

ATX01 0021332

DON: And darn few people.

JACK: (MIMICS HIM) ~~And~~ Darn few people, darn few people.. ~~And~~
~~And~~ plenty of people when I started....

MARY: They may have had feathers in their hair, but they were people.

JACK: Mary, if I were Jackie Gleason you know what I'd say... one of these days...one of these days, Pow! Back to the May Company.

MARY: If you were Jackie Gleason, I wouldn't have to go back.

JACK: All right, all right.

MARY: (LAUGHING) Oh, Jack...why are you so touchy? ...Can't you take a joke?

JACK: Certainly I can take a joke...but here we're doing our last program of the season and everyone comes in and insults me.

DENNIS: I didn't insult you, Mr. Benny.

JACK: Huh?...Oh, hello, Dennis.

DENNIS: Hello, sir.

JACK: Well...You see, Mary...Don...Dennis knows how to treat me with respect.

DENNIS: Certainly...I feel that when a man keeps you working all these years he deserves respect.

JACK: ~~Well~~ Naturally.

DENNIS: A man doesn't get to be the star of a radio and television program unless he has ability and talent.

JACK: Thank you, Dennis.

DENNIS: No star can keep a loyal following of fans loving him through all the years unless he is an outstanding personality.

BR

ATX01 0021333

JACK: Wellllll.....

DENNIS: Can I go now, Mr. Benny?

JACK: Why?

DENNIS: I can't keep reading this stuff, it's making me sick.

JACK: Why did I have to let him go on...Why didn't I stop him when I was ahead?....I should have stopped him earlier... like in 1946....Oh well, it's the last show of the season, I won't be seeing him for quite a while.

DON: *Oh*, Say, that reminds me, Dennis...What are you going to do this summer?

DENNIS: Well, *Don*, I'm going to visit my uncle in Las Vegas.

MARY: I didn't know you had an uncle in Las Vegas, Dennis.

DENNIS: Yes, he's married and has a lovely wife and three slot machines.

JACK: Hmm.

DON: Gee, Dennis, I envy you going to Las Vegas....I'd like to go there, but it's so expensive.

JACK: What do you mean, expensive? Last time I was there, I got a room for two dollars a day.

DON: Two dollars...~~that~~ must have been an awfully small room.

JACK: Well...yes, it wasn't too large...As a matter of fact, it didn't even have a bath.

DON: Jack...do you mean to say that you stayed at a place without a bath?

JACK: I didn't need one, *Don*...they cleaned me before I got to my room...He he he...*say that - you know,* Hey, that's a funny joke.

MARY: It may have feathers, *on it* but it's a joke.

BR

ATX01 0021334

JACK: ~~All right, all right~~...Anyway, I'm going back to Vegas this summer, and stay at the Fleming Hotel.

MARY: Jack, I'm not so sure they'll want you there...They don't like people who make a fuss and scream and holler when they lose.

JACK: What are you talking about....How can you scream and holler when you're fainting?....Don't tell me what I do.

DENNIS: Say Mary...what are you going to do this summer when we're off the air?

MARY: Well....I think I'll just stay around the house...spend all of my time in the backyard in my garden.

JACK: Oh, that should be nice...Here in California you can grow some wonderful flowers.

MARY: I'm gonna grow vegetables -- I gotta eat.

DON: Say, ^{Mary} that's smart...growing your own vegetables...Where did you get the idea?

MARY: From the present Jack gave me last Christmas.

DENNIS: What did he give you, Mary?

MARY: A hundred pounds of Vigoro...Gift wrapped, yet!

JACK: Now wait a minute, Mary...I think you're going just a little too far.

DENNIS: That's right, Mary...How can you say such things about a man who is so nice, so generous, so nice, so generous, so nice, so generous, so nice, ~~and~~ --

BR

ATX01 0021335

JACK: Dennis, turn the page already...for heavens sakes...Anyway, Dennis, it's time for you to do your song ...And since this is the season's final *Ahew* ----

(SOUND: GLASS CRASH, SLIDE WHISTLE UP AND DOWN,
CLANGING OF LOUD BELL FOUR TIMES, SIREN,
THREE PISTOL SHOTS)

MARY:Jack, I think the sound men is trying to get your attention.

JACK: Oh, yes, *he is* ---- What is it, Twombley?

MEL: (SLIGHT MOOLEY) Well, this is the last show of the season and all my relatives is listening in.

JACK: Well, that's nice.

MEL: No, *it* ain't...all they're hearing is people talking...they wanna hear sound effects.

JACK: Lock, Twombley --

MEL: A guy imposes on all his friends and relatives and gets them to listen to this program, and what do you hear, yetta de yetta, de yetta de yetta da.

JACK: Lock, *Lock* ----

MEL: You may not know it, but in Canoga Park I'm a big man.

JACK: For heavens sakes, Twombley....there are sound effects at the end of the show.

MEL: Yesh, but all you got is ordinary ones like a knock on the door, a telephone rings...I want something complicated that'll let me show my artistry.

JACK: But, *Lock* ----

BR

ATX01 0021336

(SECOND ROUTINE)

-7-

JACK: *Oh*, That was very good, Dennis. And while I'm on the subject I'd like to say that although you've been with me a good many years, your voice keeps improving all the time, and it's a pleasure to have you on my show because of your talent, your loyalty and your --

DENNIS: How can you read that stuff, doesn't it make you sick?

JACK: ~~Hummm~~...go be nice to people...Oh say, Mahlon..Mahlon Merrick.

MAHLON: Yes, Jack?

JACK: That was really a wonderful arrangement the orchestra had for Dennis's number.

MAHLON: Thanks.

JACK: I also want to thank you for the discipline you've brought to the band...I've noticed during the last few weeks, right up to tonight's final program, the boys have been behaving much better and they all --

(SOUND: BODY THUD)

JACK: What was that?

Mary:
~~Remley~~ Remley fell off his stool.

JACK: Couldn't quite make it to the end of the season, eh?... Well, isn't anybody going to pick him up?

MAHLON: No Jack, we usually let him lie there during the summer, the rest does him good.

JACK: ~~He~~...Well, okay..let him stay there, but I want him up when we go back on the air next fall *you know*...And Mahlon..Rub a little cheese on his face so the mice will keep him shaved.....Imagine Remley falling off his stool like that.

SE

RTX01 0021338

MEL: ...Duh..to da rest of da world it ~~may~~ ^{must have --- might} have been Remley who fell, but in Canoga Park they know it was me.

JACK: ^{Not from that reading they didn't.} Now look, Twombley, this is your last warning...I don't want any more talk from you...You're a sound man, so all we want out of you are sound effects when we give you the cue.

MEL: Yes, sir.

JACK: Tell me, Mahlon, ^{Mahlon, what --} what are the other boys in the band going to do this summer? ^{huh?}

MAHLON: Most of them are taking summer jobs...all except Bagby... He's going on a pleasure cruise to Hawaii.

JACK: ^{Oh} Charlie is going to take an expensive vacation like that...Isn't he going to work at all?

MAHLON: What does he have to work for..he hasn't even spent half the money he got from that Brink's job in Boston.

JACK: Mahlon..how can you say a thing like that about Bagby on the air..even in jest..Now the police will come and get him.

(SOUND: SIREN IN FAST)

JACK: TWOMBLEY, STOP THAT.....and what are you bowing for?

MEL: Right now they're applauding in Canoga Park.

JACK: ~~Now~~ Look, I don't want any more of your silly talk and sound effects..You just give us the sound effects on the right cue, and that's all.

MEL: Yes, sir.

MAHLON: Say, Jack --

SE

ATX01 0021339

JACK: Yes, Mahlon.

MAHLON: Since this is our last program, the boys in the band
chipped in and bought you a little gift, and they
selected Sammy the Drummer to make the presentation...
Come ~~on~~ over ^{here,} Sammy.

SAMMY: Okay, Mahlon...Mr. Benny, on behalf of all the boys in
the band, it gives me great pleasure to present you with
this token of our esteem.

JACK: Well, thanks, Sammy....Thanks a lot, fellows...Let me
see what it is.

(SOUND: PAPER BEING TORN OFF PACKAGE)

JACK: Oh, isn't that nice...it has my initials on it, too.

SAMMY: Yeah.

JACK: Just what I've always wanted...a monogrammed ~~notebook~~ ^{ice cube}...
Gee thanks, fellows...and remember...at the start of ~~the~~ ^{my}
season, don't call me, I'll call you...just wait.

SAMMY: I'm not worried. I've got a new job in the movies.

JACK: In the movies?

SAMMY: Yes, I'm Mickey Rooney's stand-in.

JACK: ...You...You're Mickey Rooney's stand-in?

SAMMY: Uh huh.

JACK: How could you possibly get a job like that?

SAMMY: I lied about my size.

JACK: (LAUGHS) Say, that's a pretty funny gag, Sammy...you're
just what this program needs...a bald Milton Berle...Now

I think we better get on with the program. I want to
leave early so I can get a quick start on ~~my~~ --

(SOUND: KNOCK ON DOOR)

SE

ATX01 0021340

JACK: Hmm..who can that be...Come in.

(SOUND: DOOR OPENS)

ARTIE: Hello, Mr. Benny.

JACK: Why, Mr. Kitzel.

(APPLAUSE)

ARTIE: Mr. Benny, pardon ~~my~~ ^{my} intrusion, but I just dropped in to say goodbye.

JACK: Well, that was very nice and -- Wait a minute..how did you know I was going away?

ARTIE: Of this I was ignorant, but I know I'm going away.

JACK: Oh, really..where?

ARTIE: I'm going to Europe to visit my ~~relations~~ ^{relations}.

JACK: ^{Oh} That's wonderful..what country do they live in?

ARTIE: Ireland.

JACK: ^{Artie: Yeah,} Ireland?...Gosh, Mr. Kitzel, I never knew you were of Irish descent.

ARTIE: Just on my mother's side, full-blooded I'm not.

JACK: Oh, oh, ~~see~~ ^{I see}..

ARTIE: ^{And} Then from there I'm going for a full week to Paris.

JACK: Paris?

ARTIE: This is in France.

JACK: ^{I know} I know...tell me, Mr. Kitzel..while you're there, are you going to see some of those Paris night club shows?

ARTIE: Hoo hoo ~~hoo~~ hooooooo..I'm planning ^{to} ~~go~~ going every single night.

JACK: Every night? But the whole show is in French, ~~and~~ you won't understand a thing.

ARTIE: Mr. Benny, I'm going for looking, not listening.

SE

ATX01 0021341

JACK: ^{Hmmm}
ARTIE: ^{You knew,} This I understand in any language.
JACK: I know, ^{yes, I know}
ARTIE: ^{And} Then, while I'm over there, and since it'll be summer,
I think I'll swim the English Channel.
JACK: Swim the English Channel?
ARTIE: That's right.
JACK: But Mr. Kitzel, you can't try a swim like that on the
spur of the moment..You've got to train and train and
train!

(SOUND: TRAIN WHISTLE AND TRAIN GOING FULL BLAST)

MEL: (ON P.A.) SUPERCHIEF NOW LEAVING ON TRACK FIVE FOR
ANAHEIM, AZUSA, AND CUC--

JACK: NOW, TWOMBLEY, CUT THAT OUT!

MEL: -AMONGA!

JACK: Now look, that's the last straw..another interruption
like that and I'll have you fired..and I don't care how
strong your union is....I'm sorry I lost my temper,
Mr. Kitzel, but this has been going on all day.

ARTIE: ^{Out} That's all right..I was just leaving anyway.

JACK: Oh...well, goodbye, and Bon Voyage.

ARTIE: Denk you..(SINGS FADING AWAY) ^{My daddy was a} ~~Ireland just be heaven~~
~~man of fire and he came from County Cork.~~
~~because my momma came from there.~~

(APPLAUSE)

SE

ATX01 0021342

New kids — no use writing anything; they need anything
JACK: ^ Now kids, as I was telling you, I want to get an early *they* start on my vacation trip, so I'm going to call -- *wait a minute* *wait a minute*

DON: *Oh*, Wait a minute, Jack, hold it; *hold it!*

JACK: Oh, what is it, Don?

DON: *Well*, Before you leave, I want you to hear the commercial the Sportsmen and I have prepared for the last show.

JACK: Is it a good one, Don?

DON: { Yes, it's the boys farewell to you because *they're going to* ~~the boys~~ *Europe.*

JACK: *to Europe? Like Mr. Kitzel...*
Oh, all right, fellows..Let's hear ~~the~~ the song.

(COMMERCIAL)

(APPLAUSE)

SE

ATX01 0021343

QUARTET: BYE BYE BENNY
WE'LL MISS YOU MISTER BENNY
DRY THAT TEAR FROM YOUR EYE
WHEN WE'RE IN LONDON WE'LL TRY NOT TO WALK IN THE FOG
IT'S ALMOST AS BAD AS OUR OWN L.A. SMOG
BYE - BYE - BENNY
THANKS FOR ~~the~~ ^{the} NEW HAYPENNY
WE HAVE BORROWED TO SPEND
WE'LL BY SOME CRUMPETS AND TEA
IF THE CRUMPETS ARE FOR FREE
BUT SOMEHOW BENNY WE'LL GET BY
WE'VE GOT LUCKYS
THOSE BETTER TASTING LUCKYS
AND ENOUGH FOR OUR FRIENDS
WE'LL TELL THEM LUCKYS ARE ROUND
AND SO FIRM AND FULLY PACKED
A LUCKY IS MADE OF THAT FINE LIGHT TOBACCO
MORT: Oh, I SAY THERE ^{old} CHAPPY - YOU'D MAKE ME BLOOMIN' HAPPY -
IF YOU'D SPARE A LUCKY STRIKE - EH WHAT!
2.0: -- AND EVERY FRENCHMAN WOULD LOVE
TO HAVE A CARTON OF THOSE BETTER TASTING LUCKY STRIKES
~~the~~ ^{the} LUCKY
YOU CAN TRAVEL IN STYLE
A LUCKY KEEPS YOU SMILING
ITS ~~the~~ ^{the} TOASTED CIGARETTE
MORT: THAT'S RIGHT GOVERNOR!
LIGHT A LUCKY - IT'S LIGHT UP TIME.

MG

ATX01 0021344

(THIRD ROUTINE)

JACK: Don, I must compliment you and the boys on that commercial..it was really swell.

DON: *Well*, Thanks *very much*, Jack, I'm glad you liked it.

JACK: Yeah, but don't you think it would've been *even* better if I had accompanied the boys on my violin?

DON: No.

JACK: Don, why not?

DON: *Well*, Jack, I don't like you playing your violin during the commercial because we sell cigarettes.

JACK: What's that got to do with it?

DON: People can't smoke when they're holding their noses.

JACK: Well, another witticism from my chubby little chum... I suppose you thought that was funny, Don? *ouch*

DON: Yes, I did, *Jack*.

JACK: Well Don, at this point, I think it's only fair to remind you of that old Chinese proverb, which goes, and I quote.. "When employee make joke about employer, then ee soon find out that er fire im So watch it, kiddo.

DENNIS: (LAUGHS) .. (LONG AND SILLY AND FORCED) He ha ha ha he ha ha ha ha ha.

JACK: *He*, Dennis, what are you laughing at?

DENNIS: I just got it..People can't smoke when they're holding their noses..(LAUGH AGAIN)

JACK: *He*, Dennis, you're an idiot.

DENNIS: Only on my father's side, full-blooded I'm not.

GV

ATX01 0021345

JACK: All right, ~~now~~...now everybody keep quiet. I
want to call up and have my car sent around to the front
of the studio so I can get ~~right home~~

(SOUND: RECEIVER UP, JIGGLING OF HOOK, FADE TO BUZZ
OF SWITCHBOARD)

BEA: Say, Mabel.

SHIRL: What is it, Gertrude?

BEA: Mr. Benny's line is flashing.

(SOUND: PLUG IN)

BEA: Yes, Mr. Benny...Yeah, I'll tell him..Goodbye.

(SOUND: PLUG OUT)

SHIRL: So what does he want?

BEA: He wants I should call the parking lot to let them know
he's leaving soon so they can get his car ready.

SHIRL: Well, ain't he an eager beaver...What's he in such a
hurry about to get his car?

BEA: He always does that..It takes fifteen minutes to get the
boiler hot.

SHIRL: You know, Gertrude, I don't understand him..he's such a
big star..why does he drive around in such an old jallopy?

BEA: Well, that's because he's so sentimental.

SHIRL: Oh, he loves the car?

BEA: No, he loves money.

SHIRL: I know that, but I can't understand why he keeps saving
all the time..hasn't he heard that famous expression..
"You can't take it with you.?"

BEA: He's heard it, all right, but he thinks he's worked out
a system to get around it.

SHIRL: ^{How?}

GV

ATX01 0021346

BEA: He had a tailor sew pockets in his skin.

SHIRL: Well, you know, every ~~one~~ ^{body} can kid Jack about being cheap...
but I happen to know he has a generous side, too.

BEA: What makes you say that?

SHIRL: Well, the other night we were having dinner at The
Sportsmen's Lodge...and you know how most people only
leave ten percent of the bill for a tip.

BEA: Uh huh.

SHIRL: Well, Jack insisted I leave fifteen.

BEA: Oh, how nice.

(SOUND: BUZZER..PLUG IN.)

BEA: Hello? ~~Oh~~ I'm sorry, Mr. Benny..the line to the parking
lot is busy...I'll keep trying and tell them you want the
car.. (FADING) It'll be ready by the time you are.

JACK: ~~Oh~~ Thanks a lot, ^{Thanks a lot,} Gertrude.

(SOUND: RECEIVER DOWN)

JACK: Well, kids..the program is nearly over, and it looks like
we've come to the end of another season..At a time like
this, I can't help feeling a little sentimental..Even
though we may have kidded each other and had petty
squabbles, I can't think any other performer has been
fortunate to have so capable a cast.

CAST: Thank you, Jack.

GV

ATX01 0021347

JACK: I also want to thank my writers, producer, engineer, and all the members of my technical staff..Also, as I turn around and look at you fellows sitting up there on the bandstand..it gives me a feeling of pride and warmth to see your faces smiling down at me...and to see Remley's face smiling up at me....I feel that the success of this program has been due to the fact that we've all worked together as a big happy family...That's why we've always been right on the mark...why we've never missed the boat.

(SOUND: BOAT WHISTLE)

JACK: Hmmm...I'm not going to lose my temper, Twombley...but I'm warning you...one more un-called for sound effect, and you're through...Now as I was saying --

(SOUND: PHONE RINGS)

JACK: Hmmm.

(SOUND: RECEIVER UP)

JACK: Hello?

ROCH: HELLO, MR. BENNY, THIS IS ROCHESTER.

(APPLAUSE)

JACK: ~~What~~ What is it, Rochester?

ROCH: NOTHING IMPORTANT...I JUST WANTED YOU TO KNOW THAT I'VE GOT ALL YOUR THINGS PACKED AND READY FOR YOUR TRIP.

JACK: Good...did you put in all that stuff from my medicine chest?

ROCH: YES, SIR...I PACKED YOUR NERVE TONIC, STOMACH TONIC, LIVER TONIC, BLOOD TONIC, AND TONIC TONIC.

JACK: Tonic tonic? What have I got that for?

GV

ATX01 0021348

ROCH: IN CASE ANY OF THE OTHER TONICS FEEL RUN DOWN, THAT'S
WHAT THEY TAKE. *did you pack ----*
JACK: Oh...Well Rochester, *did you pack* my new gray suit?
ROCH: NO SIR...IT'S DIRTY...I'M GOING TO SEND IT TO THE
CLEANERS.
JACK: But I want to wear it tomorrow in Las Vegas.
ROCH: BUT BOSS..THAT GRAY SUIT DOESN'T GIVE ENOUGH CONTRAST
WITH YOUR GOLDEN CURLY LOCKS.
JACK: But Rochester, what can I do..I don't have any other
new suit.
ROCH: I KNOW, BUT YOU'VE GOT OTHER LOCKS.
JACK: Well..all right.
ROCH: *Now*-NOW TELL ME, MR. BENNY...DO YOU WANT ME TO PACK YOUR
BROWN SPIKE SHOES OR YOUR TWO-TONE SPIKE SHOES.
JACK: I don't want any spiked shoes..I'm not going to play
golf in Las Vegas.
ROCH: I KNOW, BUT IF YOU WIN SOMETHING, YOU'LL WANNA GET OUT
FAST.
JACK:Q Gee, I didn't think of that...Pack the brown ones.
ROCH: YES SIR...AND, MR. BENNY, I THINK YOU OUGHT TO GET SOME
NEW LUGGAGE...THIS BAG YOU GOT HERE IS OLD AND IT LOOKS
AWFUL.
JACK: Rochester, I'll have you know that bag is genuine cowhide.
ROCH: OH BOSS, THIS IS COWHIDE?
JACK: Well..only on it's mother's side, full-blooded it's
not...Now Rochester, I hope you memorized that nightclub
act I taught you...As your agent, I've arranged for an
audition for you at the Flamingo, and I think I can get
you booked in there.

GV

ATX01 0021349

ROCH: I KNOW, AND I APPRECIATE IT...ONLY..ONLY...

JACK: Only what?

ROCH: WELL, I READ THAT CONTRACT I'VE GOT WITH YOU.

JACK: What about it?

ROCH: AIN'T I SUPPOSED TO GET THE NINETY PER CENT?

JACK: Rochester, I'm putting the rest of that money away for you to use as a nest egg.

ROCH: WELL, PUSH THE HEN OFF, I'M HUNGRY."

JACK: Stop worrying about it..you'll get everything that's coming to you...Now I'll be back as soon as the program's over and we'll leave right after dinner.

ROCH: OKAY...GOODBYE.

JACK: Goodbye.

ROCH:GOODBYE.

JACK:Goodbye.

ROCH:GOODBYE.

JACK: FOR HEAVENS SAKES, TWOMBLEY, HANG UP THE PHONE.

MEL: ...You told me you didn't want no more sound effects!

JACK: Well, of all the silly---go ahead ^{and} play, Mahlon.

(APPLAUSE & PLAYOFF)

GV

ATX01 0021350

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 22, 1955

-D-

CLOSING COMMERCIAL

WILSON: Jack will be back in just a minute, but right now,
here's a suggestion for you.

LIGHT UP TIME
JINGLE - #1 .21 sec.

(SOUND: TIC TOC - 6 BEATS)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Relax!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time.

WILSON: That's a grend idee for a pleasant Sunday evening
at home --or any time at all when you want to
enjoy a really great cigarette - just lean back
and light up a Lucky. Because every Lucky you
light is sure to give you better taste. And
here's why: First, Luckies are made of fine
tobacco. Lucky Strike means fine tobacco.
Light, mild, naturally good-tasting tobacco.
And then, that tobacco is toasted. "IT'S
TOASTED" is the famous Lucky Strike process
that tones up Luckies' fine tobacco, brings it
to it's peak of flavor, makes it taste even
better. Cleaner, fresher, smoother.

(MORE)

GV

ATK01 0021351

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 22, 1955

-E-

CLOSING COMMERCIAL (CONT'D)

WILSON:
(CONT'D)

So right now, friends, or anytime at all when
it's light-up time for you, Make it a Lucky -
the best tasting cigarette you ever smoked!

LIGHT UP TIME

JINGLE - #3 .13 sec. (SHORT CLOSE)

SOLO & GROUP: For the taste that you like
Light up a Lucky Strike

GROUP: Right Now!
(HUM GLISS)

SOLO:
(SPOKEN:) Light up a Lucky

SOLO & GROUP: It's Light Up Time

GV

ATX01 0021352

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 22, 1955

-F-

CLOSING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME
JINGLE - #2 .20 sec.

GROUP: Light up a Lucky
SOLO: It's Light Up Time
GROUP: Be Happy Go Lucky
SOLO: It's Light Up Time
For the taste that you like
Light up a Lucky Strike
GROUP: Right Now!
(HUM GLISS)
SOLO:
(SPOKEN) Light up a Lucky
SOLO & GROUP: It's Light Up Time

GV

ATX01 0021353

(TAG)

JACK: Ladies and gentlemen, although this is called The Jack Benny Program, I'd like to say that it's success is due to the competent people I have working with me...My wonderful cast..the great supporting players I have..my producer, my engineer, my sound men, my capable writers, my fine musicians.

DENNIS: How can you read that stuff - doesn't it make you sick?

JACK: ~~Goodnight, folks,~~

See you in the fall.

(APPLAUSE & MUSIC)

(OPTIONAL LAST LINE)

JACK: ~~Ladies and gentlemen I'll see you again in the fall.
We'll be on the _____ Network, sponsored by
_____, written by _____
and produced by _____. Goodnight, folks.~~

DON: The Jack Benny Showtonight was written by Sam Perrin, Milt Josefsberg, George Balzer, John Tackaberry, Hal Goldman, Al Gordon, and produced and transcribed by Hilliard Marks.

GV

ATX01 0021354

Filter smokers! Here's the true tobacco taste you've been looking for. Filter Tip TAREYTON give you all the full, rich flavor of TAREYTON'S famous quality tobacco...and real filtration, too! Filter Tip TAREYTON incorporates Activated Charcoal, renowned for its unusual powers of selective filtration and used far and wide to purify the air we breathe, the water and beverages we drink. Look for the red, white and blue stripes on the package. They identify Filter Tip TAREYTON, the best in filtered smoking.

The Jack Benny Program was brought to you by the American Tobacco Company... America's leading manufacturers of cigarettes.

GV

ATX01 0021355

HERBERT TAREYTON

HR 3037

(Jingle) Get true tobacco taste in a filter tip cigarette
 The easy-drawing Filter Tip Tareyton Cigarette
 The pearl-gray Charcoal filter tip cigarette
 Smoke Filter Tip...Tareyton
 Take your cue from the Red, White and Blue on the
 package
 Smoke Filter Tip Tareyton.

ANNOUNCER: Yes, you'll really enjoy true tobacco taste when
 you smoke Filter Tip Tareyton, the cigarette with
 the pearl-gray activated charcoal filter. Try
 Filter Tip Tareyton.

DON: The Jack Benny program was brought to you by the
 American Tobacco Company...America's leading
 manufacturer of cigarettes.

DH

ATX01 0021356